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THE INLAND/EMPIRE RIVERSIDE COUNTY PHILHARMONIC:
A PROMOTIONAL CAMPAIGN TO INCREASE ATTENDANCE

A Project
Presented to the
Faculty of
California State University,
San Bernardino

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts
in
Interdisciplinary Studies


by
Bettina Anna Kriegler
September 2003

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Approved by:


Norton Marks, Ph.D., Committee Chair,
Marketing

8/27/03
Date


Donna Simmons, Ph.D., Communication


Risa Dickson, Ph.D., Communication

ABSTRACT

This promotional campaign was developed for the Inland Empire/Riverside County Philharmonic. Its purpose is to increase the attendance of the well-educated 20 to 40 year old segment living in Riverside, Temecula and Corona for the upcoming concert season 2003/04. The campaign is supported by a primary marketing research study of this segment, which was conducted during Winter Quarter 2003. Findings showed that the majority of the people surveyed listen to classical music and hold an overall positive attitude toward classical music concerts. The research further showed that college graduates between the ages of 25 and 34 were the ones who most often patronized classical music concerts in the past five years.

The promotional campaign follows the structure of the four-step ROPE process, a public relations method used for problem solving (Hendrix, 2001). The four phases are research, objectives, programming and evaluation. In addition to potential customers, two more factors were investigated in this project: The Riverside Philharmonic as an organization, and the organization's marketing and public relation practices. Three campaign objectives were identified. First, increasing awareness for the orchestra;

second, providing information about the upcoming concert season; and third, increasing the concert attendance for the new season by 400 people in the target segment. In the planning phase, a central theme - romance, passion, and magic - was developed. In addition, communication tactics, including a variety of customer promotions and special events to reach the set objectives were developed. One core element is the creation of a "Concert Package" with local business for dining and entertainment possibilities prior to and after the concert. The last phase, evaluation, includes monitoring and adjusting the program on one hand, and also measuring to what extent the objectives were reached, on the other. The most important tasks to carry out are prioritized and final recommendations conclude the proposal.

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Ms. Patricia Korzec Executive Director,

Inland Empire/Riverside County Philharmonic

Ms. Virginia Blumenthal President,

Inland Empire/Riverside County Philharmonic

Mr. Paul Hofer Executive Board Member,

Inland Empire/Riverside County Philharmonic

Dr. Norton Marks Professor of Marketing,

California State University, San Bernardino

Dr. Nabil Razzouk Professor of Marketing,

California State University, San Bernardino

Dr. Donna Simmons Professor of Communication,

California State University, San Bernardino

Dr. Risa Dickson Chairperson, Department of

Communication,

California State University, San Bernardino

Dr. Fred Jandt Professor of Communication,

California State University, San Bernardino

The Members of the Research Group of Marketing 640

Dave Pusciewicz Graduate Student in Integrated
Marketing Communications

California State University, San Bernardino

Randeen Diego Graduate Student in Integrated
Marketing Communications

California State University, San Bernardino

Wei-Wen Wu Graduate Student in Business
Administration

California State University, San Bernardino

Sunny Tan Graduate Student in Business
Administration

California State University, San Bernardino

Kazim Akalin Graduate Student in Integrated
Marketing Communications

California State University, San Bernardino

Cenk Eraslan Graduate Student in Integrated
Marketing Communications

California State University, San Bernardino

Sertac Teke Graduate Student in Business
Administration

California State University, San Bernardino

DEDICATION

To

my parents Anna and Fritz,

my uncle Hans,

and my man Kim

for all their support during my Graduate Studies.

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CHAPTER ONE

INTRODUCTION AND HISTORICAL BACKGROUND

Chapter one includes two major parts. The introduction, part one, provides the reader with an overview of the whole project and its subparts, while part two summarizes the research of the organization. This chapter orients and familiarizes the reader with the Riverside Philharmonic as an organization, its history, its past and present concert season, its marketing practices, and its major competitors.

Introduction

This promotional campaign was developed by Bettina A. Kriegler, graduate student for Integrated Marketing Communications at California State University, San Bernardino (CSUSB), during her internship in the Spring Quarter, 2003, at the Inland Empire/Riverside County Philharmonic. The primary marketing research supporting this campaign was carried out during the Winter Quarter 2003.

Purpose

The purpose of this promotional campaign is to increase the attendance of the well-educated, 20 to 40

year old segment living in Riverside, Temecula and Corona for the upcoming concert season 2003/04.

Scope

The project is intended as a comprehensive marketing and communication tool kit for management of the Inland Empire/Riverside County Philharmonic, especially the Executive Director who is supported by the Marketing Committee and the Board Members. It shows a variety of possibilities on how to better promote their classical music concerts and how to increase the attendance among the 20 to 40 year old segment.

It follows the structure of the four-step ROPE process, a Public Relations (PR) method used for problem solving. The four phases are research, objectives, programming and evaluation (Hendrix, 2001). The campaign was developed applying the whole concept of Integrated Marketing Communications (IMC), which coordinates promotion and other marketing efforts to ensure the maximum informational and persuasive impact on customers (Pride, 2000). Only the right coordination of multiple marketing tools, such as advertising, personal selling, public relations and sales promotion, leads to the synergy effect - achieving maximum impact on customers. A major goal of IMC is to provide customers with a consistent

message and to foster long-term relationships with them. It uses promotional resources efficiently, and therefore has been increasingly accepted (Pride, 2000).

The research phase of the process involves identifying three key aspects: (1) the client organization; (2) its present and past marketing and public relations practices; (3) its customers; and last but not least, the opportunities and problems that indicate why the Philharmonic should conduct this PR campaign (Hendrix, 2001).

In regard to potential customers - the 20 to 40 year old segment - primary research was conducted during the Winter Quarter 2003 as part of a class project for Marketing 640. The project was carried out under the guidance and supervision of Professor Nabil Razzouk, who taught the course, and Professor Norton Marks, my Committee Chair.

In the second phase of the four-step ROPE process, the objectives for the program to solve the problems are identified. This campaign has three objectives. The first one is aimed at increasing the awareness for the Riverside Philharmonic among the target segment. People who are unaware of and do not know about the Philharmonic are very unlikely to attend a concert. The second objective is

directed at informing the aware public about the season's program. Because awareness and information do not automatically lead to an action, the third objective is aimed at a behavior change, namely to motivate people attend a season concert.

The third phase consists of planning and executing the program to accomplish these objectives. The central theme - romance, passion, magic - was created in accordance with the Marketing Committee of the Philharmonic and Ms. Korzec, Executive Director. Furthermore, key messages and various forms of communications, customer promotions, special events and recommendations for relationship building were developed to reach the target audiences and to motivate them to attend a concert. During the course of my internship we started with executing some of the proposed activities.

The last phase, evaluation, consists of two parts. First, it includes an ongoing procedure of program monitoring and adjustment, when necessary. Second, the evaluation refers back specifically to the three objectives that were set and examines the degree of success in achieving them (Hendrix, 2001).

Significance

This project is unique, as it is based on primary marketing research. All over the United States symphony orchestras are failing to attract younger patrons. Some orchestras even have gone bankrupt due to a significant decrease in patrons and sponsorships. Most secondary literature available on this topic that writes about this negative trend only provides different approaches to turn away the decline, but no working solution. No single primary professional research existed until this date that investigated the attitudes of people in their twenties and thirties. The primary marketing research conducted for this campaign provides deep and interesting insights about how college students and college graduates in the Inland Empire think and feel about classical music and classical music concerts. It lays the groundwork for this promotional campaign project.

Limitations

Due to the short quarter system at CSUSB, the primary research was limited to only ten weeks for designing the questionnaire, gathering of and inputting the data using the Statistical Package in the Social Sciences (SPSS), performing computer runs, analyzing the data and report writing during Winter Quarter 2003. For the collection of

data from our target group, only twelve days were available. Hence we were not able to reach our targeted sample of 285 respondents. Still, taking into account the very limited time and financial resources, we interviewed 157 persons in the target group and achieved 55 percent of our goal. Due to these constraints a convenience sample was used to collect the data, which does not fully represent the target population. Due to the small number of people interviewed, the results of the marketing study cannot be projected to the general population.

Possible errors occurred during data collection where individuals did not respond, were apathetic, or answered fraudulently. Some respondents may not have been comfortable with answering certain personal questions. Still, within our means, the study provides enough reliable results to have a better understanding of the target segments' attitudes towards classical music, the current patronizing behavior and the information media used.

Definition of Terms

In this project the Inland Empire/ Riverside County Philharmonic are sometimes referred to as the Riverside Philharmonic, the Philharmonic, the Orchestra or the I.E.R.C. Philharmonic.

Research of the Historical Background of the Riverside Philharmonic

Introduction

The organizational research consisted of investigating three aspects of the overall public relations procedure: First, the client or organization for whom the program is being prepared; second, the opportunity or problem that accounts for the need for a particular program; and third, the audiences to be targeted for communication in the program. The following secondary and primary research methods were used to research these three aspects.

Secondary Research.

- Archival Research
- Published Materials
- Internet Publications

Primary Research.

- Interview, meetings and discussions with Ms. Patricia Korzec, Executive Director, and the members of the Marketing Committee
- Marketing Research Project 2003 of the 20 to 40 Year Old Segment
- Marketing Research Project 2003 "The Perfect Pitch" of the Current Patrons

- Participation at the Annual Meeting on June 4, 2003

Chapter one provides a thorough research of the client organization including the following aspects:

- Historical background and review of the 2002/03 season
- Overview of the 2003/04 concert season
- Internal analysis of the organization
- Research of the public relations and marketing practices
- Competitor analysis

The Riverside County Philharmonic

Historical Background and Review of the 2002/03 Season. The Inland Empire/ Riverside County Philharmonic, a non-for-profit organization, was established in 1958 as a volunteer group of musicians. Currently 72 professional musicians perform part-time with the Riverside Philharmonic, which rents the concert hall and its office at the Municipal Auditorium. The Philharmonic receives statewide recognition, as one of the finest orchestras, and is remarkable for its engagement of guest soloists and bold programming. Its audience comes mainly from Riverside and neighboring cities (Riverside Philharmonic, 2003).

With the appointment of the very charismatic and highly talented Patrick Flynn as Music Director the Orchestra has increased its audience ten-fold during the past six years. The Philharmonic offers a full season in Riverside at the Municipal Auditorium and in Ontario at the Gardener W. Spring Auditorium as well as outreach concerts in communities such as Lake Arrowhead, Lake Elsinore, Palm Desert and Temecula. With the exception of the summer concerts, in the upcoming 2003/04 season regular concerts will be held exclusively at the Municipal Auditorium in Riverside (Riverside Philharmonic, 2003).

Besides the performance of concerts, the orchestra also pursues honorable philanthropic goals through the Adventures in Music and the Heartstrings Programs. In 1998 the Philharmonic established its "Adventures in Music" education program (AIM) within the Inland Empire school districts, serving nearly 30,000 young people annually, absolutely free. The AIM program works two ways: On one hand students go on a field trip and visit the Philharmonic in their concert hall; on the other the Philharmonic goes out to schools and presents its art in individual classrooms as well as in larger assembly settings (Riverside Philharmonic, 2003). In 2002, about 2,200 students attended orchestra rehearsals and 8,000

students attended the seven Youth Concerts organized by the Phil.

Last concert season 1,245 persons participated in the Heartstrings program, which was sponsored exclusively by the Target Corporation. The Heartstrings program offers free tickets to well-deserving clients involved in various non-for profit agencies, such as The Inland Aids Project, Operation Safehouse, Alternatives to Domestic Violence, Big Brothers/Big Sisters, Salvation Army, the Braille Institute and many more (Riverside Philharmonic, 2003).

The orchestra enjoys strong support from community leaders, whose contributions make possible the Philharmonic's performances and educational programs. Depending on the amount of the donation, contributors can join the Golden Baton and various other "Circles", such as the Ambassador's, the Conductor's, the Platinum, the Golden or the Silver Circle. In 2003, after tackling successfully the crisis of last year - revelation of a \$300,000 debt, an executive shake up, and the shutdown of two remaining season concerts - the orchestra is celebrating its forty-fifth anniversary season (Riverside Philharmonic, 2003).

Overview of the 2003/04 Concert Season

Summer Concerts. This summer the Riverside Philharmonic will perform nine community concerts, so called "run-outs" in different locations throughout the Inland Empire. Venues include The Duck Pond and the Ponte Winery in Temecula, the Courthouse in Riverside and at Santa's Village in Lake Arrowhead, where two Patriotic Concerts on July 4th and 6th will be performed. Two classical pop concerts will be held in Lake Elsinore and in Big Bear. Most community concerts are free of charge to the attendees and are organized and fully paid for by the local Arts Association (Riverside Philharmonic, 2003).

New Concert Season 2003/04. There will be four regular season concerts, which are planned for October 11, 2003, January 10, March 13 and April 3, 2004, featuring the themes "Prodigy - The Romantic Spirit", "The Red Violin - A Touch of Hollywood", "All Beethoven - The Power and the Glory" and "Swingin' with the Phil - Gala Season Finale". Furthermore the Riverside County Phil will provide live music for two special ballet performances of the Nutcracker and Cinderella on Dec. 20th and 22nd 2003, and on May 15th and 16th 2004 (Riverside Philharmonic, 2003).

For the season 2003/04 ticket prices have been reduced with the goal to make concerts more affordable for classical music fans. Prices for individual performances range between \$5 and \$45; a whole season starts from \$18 up to \$150 (Riverside Philharmonic, 2003).

Youth Concerts. Besides regular concerts the Phil will perform a special series of one-hour concerts for students between February 16th and 19th, 2004. Children with their teachers can attend the concerts absolutely free, as organizations and individuals sponsor all the tickets. The donations for these special concerts are promoted with the slogan: "Give the gift of music to a well deserving child for only \$5" (Riverside Philharmonic, 2003).

Fundraising Events. As ticket sales generate a small portion (about 30 percent) of the Philharmonic's income, the orchestra relies on the generosity of its patrons to maintain the high quality of its programs. Two fundraising events are planned for the 2003/04 season. The first one on October 24th should bring in \$20,000 of donations at costs of \$9,000; the second one in the early spring should bring in \$10,000 at costs of \$4,000. In addition to revenues from the concerts and fundraising events, the Philharmonic relies on individual donations,

sponsorships and grants. The Riverside Philharmonic has been applying for grants for their concerts, which should contribute another \$128,000 to their budget.

Internal Analysis of the Organizational Structure

Mission and Goal of the Organization. The Orchestra's mission is "To become a symphony orchestra of the 21st Century, inspiring every segment of the community with the excitement of great music" (Riverside Philharmonic, 2003)

Management and Work Force. The Orchestra is a part-time orchestra with seventy-two musicians and employs two full-time staff members. The operating budget in 2003 is \$500,000. Ms. Patricia Korzec, Executive Director since August 1, 2002, and Ms. Danielle Bitetti, Office Manager, take care of all the daily administrative and organizational agendas of the orchestra in coordination. Concerts are planned in coordination with the Programming Committee headed by Music Director, Mr. Patrick Flynn. The management is supervised and guided by the Board of Directors under the Presidency of the renowned attorney, Ms. Virginia M. Blumenthal, and Mr. William Foster, Vice President. The Board Members are elected for a one-year period. Currently the orchestra is looking for four new members to be nominated for election. Ms. Gerry Bowden,

board member was honored for her Extraordinary Achievements to bring the Orchestra back to life.

Volunteers. A volunteer group called "Friends of the Phil" supports the Philharmonic and donates their free time to help the operations of the orchestra. These play a major role in the success of the orchestra and helping out in various areas, such as concert support, fundraising, office assistance and subscription support. At the Annual Meeting 2003 many volunteers were honored for their outstanding services. The outstanding Ms. Margaret Martin received the "Volunteer of the Year Award".

Financial Status. Last year, in August 2002, the Philharmonic Orchestra faced a financial turndown, the worst crisis in the organization's 45-year history, after many years of stability. Revelation of a debt of \$300,000 led to an executive shake up and the shutdown of two remaining season concerts. (The amount represented one-third of the organization's former \$900,000 annual budget.) The financial audits on May 31, 2001, and May 31, 2002, cleared the situation; no fraud or anything of that nature was detected except for financial mismanagement. Revenue expectations (\$50,000 sponsorships) did not materialize and grant and corporate giving was reduced. Despite the cancellation of the season concerts in 2001

the musicians still had to be paid, a fact that attributed to the losses and the Phil was not able to meet all of its obligations (\$48,000 loss in 2001, \$148,000 loss in 2002).

Under the leadership of its new President, Ms. Virginia Blumenthal, the new Executive Director, Ms. Patricia Korzec, the dedicated financial support from the board members, and incredible support from the community, the Philharmonic recovered quickly from the crisis. Grass roots support under the motto "Hometown Heroes" brought in \$70,000 in donations and individual board Members assumed all of the vendor debts. With the energy, enthusiasm and hard work the Board brought the orchestra back to life. In October 2002, a new concert season could be opened in both of their concert houses in Riverside and Ontario.

The Annual Meeting on June 18, 2003, revealed the following 'highlights' in the financial situation:

- Union contracts were renewed and musician payments progressed in a timely manner,
- All vendor debts have been paid off through loans and donations of the Board Members and the total debt has been reduced to \$150,000,
- Additional run-out concerts in summer will show profit and bring in \$40,000,

- Up to date sales of season tickets have matched last year's subscriptions; 574 season tickets have been sold which brought in \$61,076 in revenues,
- \$140,000 in revenues is expected through the sale of season tickets,
- Costs for all four season concerts will be \$220,000,
- \$80,000, the difference between revenues and expenses, needs to be filled through donations and sponsorships,
- \$128,000 is expected in grants for all concerts,
- 2 fundraising events are planned which should bring in \$30,000 at costs of \$13,000,
- The unprofitable location in Ontario was eliminated and season subscribers are encouraged to attend concerts in Riverside.

Growing the Customer Base. According to Executive Director, Patricia Korzec, the Riverside Philharmonic Orchestra, like many others throughout the Inland Empire, has not been able to attract a sufficient number of patrons between the ages of 20 and 40 to their concerts in the recent years. The majority of their patrons are aged

50+. As concerts are not sold out the Orchestra is making permanent losses in its operations. As the Philharmonic's customer base is growing older, the Orchestra wants to attract a younger segment to its concerts in order to fill the auditorium in the decades to come.

Research of the Public Relations and Marketing Practices

Public Relations and Communication Activities.

Management of the Philharmonic over the years carried out the following Public Relations (PR) practices:

The Philharmonic has established good relationships with the media of the Inland Empire. Their media list encompasses 35 contact names and addresses of news editors and journalists throughout the area. Press releases announcing their season concerts are mailed out to newspapers, magazines and radio stations who usually pick up the news. The Philharmonic have especially developed very good relationships with journalists and editors of *The Press Enterprise*. A sponsoring contract with *The Press Enterprise* that represents a value of \$40,000 in advertisement exists and has been renewed this year. The sponsorship encompasses a full page black and white season opener ad in August, which is published ten times - five times each in the Friday guide and in the Sunday section.

Throughout the year pre-concerts previews are printed in the Friday Guide. Journalists of *The Press Enterprise* attend meetings, such as the Annual Meeting in June 2003, on a regular basis. Furthermore the *Inland Empire Magazine* features special events, such as the Benefit Gala Recital in 2002 and other events.

In 2003 the Philharmonic developed a new information kit, which is distributed to major sponsors and which can be easily remodeled into a media kit by adding recent press releases and published press articles.

Every spring the Philharmonic produces a season brochure announcing its program, soloists, seating, ticket prices, subscriber benefits, children's concerts, etc. In 2002 the layout of the folder - a four-color five fold - was up-dated with a more modern and elegant look. Each year the folder is mailed to about 3,500 people (season subscribers, single ticket holders and others) in the database. Mailings are done two times, one in late spring and one at the beginning of August.

The Annual Philharmonic Program is a more comprehensive booklet, which describes the performances in detail and is financed through paid company advertising. The outside is a four-color print; for the inside ads companies can choose between black and white and four

colors. Advertising for major contributors is provided in general for free.

Furthermore the Philharmonic is present on the Web under www.thephilharmonic.org. Last year its homepage underwent a remodeling by a professional Web design company in Riverside, Shimko, which is also responsible for updating and maintaining the page. Much of the layout work for the homepage as well as for the brochures is done by professionals free of charge. The Orchestra is only charged for the out-of pocket expenses and material costs.

In regard to the public promotions of concerts and the orchestra, Mr. Patrick Flynn, the music director, Ms. Korzec, Executive Director, and other Board Members give presentations at service clubs, such as the Rotary or the Optimist Clubs, at the Air Force Village West, the University of Riverside (UCR), and other locations/institutions throughout the Inland Empire.

Marketing and Promotion Activities. In regard to marketing and promotions the following activities have been carried out:

This year about 3,000 postcards were printed and mailed to people using a mailing list of 25,000 obtained by a major sponsor, the Riverside Metro Autogroup. The postcards were especially designed for the last season

concert in 2003, which featured great music from the movies and to attract younger people with a special promotion. All persons who produced the postcard at the ticket window received two free admissions - one for themselves and another for a guest they brought along.

Posters for concerts have not been printed recently, but it was customary some years ago.

In regard to dining possibilities, last year the Philharmonic cooperated with City Cuisine located next door to the Municipal Auditorium and which offered pre-concert dinners for patrons.

Competitor Analysis

There are four major competitors of the *Inland Empire/Riverside County Philharmonic*. The most competitive and serious one is the *Los Angeles Philharmonic*. This orchestra has a high top of the mind awareness among people surveyed and is patronized by many of them. The three local competitors within a radius 20-mile radius are the *San Bernardino Symphony Orchestra*, the *Redlands Symphony Orchestra* and the *Philharmonic Society of Orange County*. These competitors will be described here briefly in regard to programming, pricing and sponsorships.

The Los Angeles Philharmonic. Founded in 1919, the *Los Angeles Philharmonic* is currently among the best and

outstanding orchestras in the United States. Under their tenth music director, Esa-Pekka Salonen, the orchestra boasts a 30-week winter subscription season performed at the Dorothy Chandler Pavilion. Every summer the orchestra performs a 12-week "Music Under the Stars", program at the Hollywood Bowl, which seats 20,000 people. This October, the Orchestra will move into a new venue, the Walt Disney Concert Hall, designed by Frank Gehry. It is an acoustically perfect concert hall. Its capacity is 22,065 seats. From October 16 to 19 the Inaugural festivities will take place. They include a series of invitational performance previews, Phil the House, for the community, a civic dedication, and three unique opening gala concerts that demonstrate the scope and innovation of the 2003/2004 season. The season starts on October 26th, 2003, and will feature nine world premieres, special festivals exploring interconnecting themes and new presentation series of Jazz, Baroque, and World Music (Los Angeles Philharmonic Association [LAPA], 2003).

In regard to pricing and seating the patrons have many choices. The new seating chart at the Walt Disney Concert Hall offers five different seating levels with pricing between \$35 (Balcony) and \$120 (Front Orchestra). Special prices are offered for groups, season subscribers

and celebrity recitals. For the upcoming new season 2003/04, music lovers can subscribe for seven different series, such as the Los Angeles Series, World Music, Jazz Series, Colburn Celebrity Series, Baroque Variations, Green Umbrella Series, and the Toyota Symphonies for Youth Series (LAPA, 2003).

In order to put their extensive season the *Los Angeles Philharmonic* in place - as many other orchestras - depends on corporate sponsorships. In return of their donations, the orchestra provides them with customized benefit packages, exclusive hospitality events, targeted promotional focus and branding opportunities. The companies Lexus, Princess Cruises and United Airlines are the official sponsors of the *Los Angeles Philharmonic*. Beside these companies the orchestra has many other corporate sponsors, such as Target Stores of Southern California, Toyota Dealers of Southern California, U.S. Trust Company, Washington Mutual, Pasadena Showcase House for the Arts, and Transamerica Life Companies just to mention a few (LAPA, 2003).

The *Los Angeles Philharmonic* maintains an impressive website with a great amount of information on their music. The link is <http://www.laphil.com/home.cfm>

San Bernardino Symphony Orchestra. This year the *San Bernardino Symphony* is celebrating its 75th Anniversary under its new Maestro, Carlo Ponti, Junior. Maestro Ponti followed Stewart Robertson who conducted the symphony for eleven years. The musical concerts are performed in the historically designated and beautiful California Theatre for the Performing Arts. The theatre, formerly designed for films, has been modified to accommodate symphonic works and light opera productions (San Bernardino Symphony Associations [SBSA], 2003).

The *San Bernardino Symphony* features the standard 18th and 19th orchestral repertoire interspersed with selected masterpieces of the 20th century, including works written during the last decade. Its 2003/04 repertory, while broadly based internationally will also reflect exposure to Traditional American music. The season opens on October 18th and ends on May 22, 2004, with a 75th Anniversary Gala Performance. Season tickets range between \$60 and \$200 depending on the seating. Individual tickets start at \$20 and are up to \$50. Discounted tickets for students are available for \$10 (SBSA, 2003).

Pre-concert lectures and talks from the podium, Docent programs and in schools musical demonstrations reflect the strong commitment of the *San Bernardino*

Symphony Association in regard to community musical education. Various community musical organizations, such as choruses, are presented as an integral part of the orchestral programs with the intent of developing the philosophy that symphonic music is for all people, regardless of religious belief, social background or ethnic origin (SBSA, 2003).

No information on sponsorships was available on their Website, which is <http://www.sanbernardinosymphony.org>

Redlands Symphony Orchestra. Founded in 1950, the Orchestra under the baton of Maestro Jon Robertson has been awarded with the highest rating by the California Arts Council. The Council calls the *Redland Symphony* a remarkable, strong orchestra, boasting fine ensemble playing, attention to detail, and rich orchestral sound. (Redlands Symphony Orchestra [RSO], 2003)

Since its foundation the Symphony has performed in the University of Redlands Memorial Chapel. It is supported managerially and financially by the University of Redlands. For the 2003/04 concert season eight performances are scheduled. The season starts on October 11, parallel with the Riverside Philharmonic, and ends on May 1, 2004. In addition to the regular season concerts, the Symphony performs multiple concerts in the communities

of Palm Desert, Fallbrook, Temecula, Canyon Lakes, Lake Elsinore, and Lake Arrowhead (RSO, 2003).

Similar to the Riverside Phil, the *Redlands Symphony* has an educational program in place, which aims to expose more children to the arts. It aims to reach every 4th and 5th grade student in the Redlands Unified School District. All in all, over 4,000 children in 14 schools have the opportunity to participate in this program, absolutely free of charge (RSO, 2003).

In regard to seating the University of Redlands Memorial Chapel holds 1,486 people, a bit less than the Municipal Auditorium in Riverside. For a regular season concert, ticket prices range between \$15 and \$45. Students of the University of Redlands can attend concerts for free; other students get a discounted ticket for only \$5 (RSO, 2003).

Similar to the Riverside County Philharmonic, ticket sales only generate about 30 percent of their budget. The Redlands Symphony therefore receives strong support from local businesses and private donors in the community, as well as large corporations.

Some major sponsors are the Cal Fed Bank, *The Press Enterprise* and the *San Bernardino Sun*, Mervyn's of

Southern California, Ann & Gordon Getty Foundation and Lois Lauer Realty (RSO, 2003).

The Redlands Symphony host their own Website, which is <http://www.redlandssymphony.com/index.html>

The Philharmonic Society of Orange County. The *Philharmonic Society of Orange County (PSOC)*, a non-for profit organization, has existed for nearly five decades and has presented symphony orchestras, chamber ensembles, soloists and international artists. Most of its concerts are held at the Orange County Performance Arts Center, which is also the exclusive venue of the Mormon Tabernacle Choir. Other locations include the Irvine Barclay Theatre and the Richard and Karen Carpenter Center of the Performing Arts (PSOC, 2003).

In the new 2003/04 season, which starts on October 31, 2003, and ends on May 4, 2004, four different concert series will be performed. The Masterworks Series, which includes seven orchestra concerts, the Great Orchestra Series A with three concerts, the Great Orchestra Series B with four concerts and the Laguna Chamber Music Series with six concerts. (PSOC, 2003)

Depending on location and the performance, the prices vary from \$10 to \$59 for an individual ticket. Special events include a \$75 Gala Gourmet Dinner (PSOC, 2003).

Similar to other Inland Empire Orchestras the *Philharmonic Society of Orange County* offers so called "Society's Youth Programs" to more than 200,000 students free of charge. The educational program is targeted at children from kindergarden to high school and includes more than 1, 500 presentations by professional musicians and trained docents. (PSOC, 2003)

Similar to the other orchestras, the Philharmonic Society relies on the generosity of their supporters to maintain a balanced budget. Every year these sponsors contribute half of their annual operating budget of \$4 million. Major corporate sponsors are Arts Orange County, Toyota Motor Sales, Wells Fargo Foundation, Kingston Technology and Toshiba America Electronic Components (PSOC, 2003).

The orchestra also is present on the World Wide Web under <http://www.philharmonicsociety.org/index.html>

CHAPTER TWO

LITERATURE REVIEW

Based on the research of the organization, a secondary literature research in various electronic databases at the Pfau Library at CSUSB was conducted. Several newspaper articles were found reflecting in detail the financial crisis the Riverside Philharmonic went through in the 2001/02 season. Many magazine articles reflected the problems the Riverside Philharmonic is facing in regard to cut backs in public and private funding, as well as to the declining concert attendance among young people. Many Symphony Orchestras throughout the United States are struggling financially or have ceased their existence. The paradox is, however, record and CD sales for classical music indicate that younger people are still listening to all kinds classical music in their leisure time, but are hardly attending any symphony concerts. In the following section the most important articles on that topic are summarized and grouped according to their content into "symptoms", "problem analysis" and "solutions". The conclusion of the secondary literature research also showed the need for conducting a primary marketing study for the Riverside Philharmonic.

Symptoms

Berger's (1996) article "When the Face in the Crowd is Grandmotherly," addresses the obvious symptoms classical music orchestras are facing. He refers to the Tanglewood orchestra and theater production at the Berkshires in Massachusetts, and states that the majority of the audience for classical music is in the over-50 age group. Reasons why young people do not attend the Berkshires are lack of money and arts education, but also the high priced summer rentals.

Analyzing the Problem

Waleson's (1997) article titled "Keeping Score" touches on various topics in regard to the problems classical music is facing today. She cites Ed Rodstein of the New York Times, who believes that movies have replaced Beethoven's Ninth as the narratives that speak to a universal audience. In his opinion the great artworks have lost their social role and thus the reason for being. But despite the great turmoil classical music orchestras are dealing with, the author states that opera, the most difficult art form, is drawing large audiences across the country. Even young people and students were crammed into recent performances of the Lyric Opera of Chicago's

"Ring". That gives hope for classical music orchestras and evidence that there is plenty of interest. She suggests to compare figures of concert attendance between the "mythic time of greatness" and today. One would find out that there are actually more classical recordings sold today and more people attending live concerts and listening to all kinds of classical music than in the past. The article concludes that classical music survived, despite the loss of the role as the center of religious experience and as the personal entertainment of the aristocracy. Waleson suggests that critiques should face the real world and build on its possibilities.

Waleson's (1997) analysis of the problem is supported by the article "Facing the Music" by Sanders, who discusses in detail the waning popularity of classical music concerts in the United States. In her opinion factors are manifold, such as decline in public as well as private funding and in the artistic prestige, as well as attitude changes of the younger generation towards classical music.

In the past ten years, music programs had to face a cut back in public funding by the National Endowment for the Arts by 27 percent. In addition private art support

dollars going to orchestras dropped by one third compared to twenty years ago (Sanders, 1996).

Another factor adding to the problems orchestras are facing today is that the artistic prestige for classical music has also declined. Sanders (1996) states that nowadays the general public has little knowledge or interest in classical conductors and instrumentalists. Twenty years ago, conductors such as Leonard Bernstein and Claudio Clibrun, Stokowski and Heifetz, were as prominent as movie stars. Today, due to the marginal representation of classical music in the media, people cannot even recall names of conductors or soloists.

A host of other factors have contributed to orchestras' problems, primary among them technology. People prefer listening to a classical music CD than putting up with the hassle it takes for a suburban audience to get to a concert downtown (Sanders 1996).

According to Sanders (1996), a more fundamental factor is the striking transformation in American attitudes towards music. She analyses that twenty years ago classical music still occupied a special place in American society, because it was Art - something finer, deeper and more worthy of support and preservation than the "merely" popular or commercial. But since the 1980s,

that notion has been breaking down, particularly among younger people. She supports her argument with a recent report that confirms the continuing decline in the number of baby boomers attending classical music concerts. The article gives a wide historical background starting with the foundation of the first orchestras in the United States and its function as a morally and religious institution up to the year twentieth century. She highlights that in the 1920's and 1930's classical music, like popular music, owed much of its growth to recordings and radio. In 1939 the number of symphony orchestras exploded from 17 to 270 in the preceding twenty years. But in comparison to pop, the symphonic field failed to produce work that its audience actually liked. New generations raised on rock'n roll and rhythm and blues changed the American soul greatly, while the classical music repertoire changed very little. In 1980 the decline of the genre became obvious (Sanders, 1996).

There are several ways that orchestras across the country have tried to attract a more diverse and younger audience. Examples are "blue jeans" and "rush hour" performances that attempt to make concerts less formal and stuffy. Others serve a broader cross section and offer special concerts for African American and Hispanic music.

The Pittsburgh Symphony has been offering its concerts for little or no money, to outlying towns for fundraisers and other community events. The Brooklyn Philharmonic on the other hand is offering multi-event weekends of public seminars and performances built around a given theme. One example of their wide-ranging performing arts program was titled "From Gospel to Gershwin". The Brooklyn approach essentially redefines the symphony orchestra from purveyor of the canon to community center for music and music knowledge. It serves a multigenerational, multiethnic, multiracial community on a regular basis and celebrates American music in all forms. And it performs music of the present and the past in a framework that inspires active engagement and not passive consumption. The author thinks that the Brooklyn experiment will be a crucial indicator of the future. In her opinion and as a matter of fact symphony orchestras will become leaner, with shorter seasons, fewer concerts and probably some outright casualties (Sanders, 1996).

The article by Micallef titled "Genre's Decline is a Classical Myth" discusses the state of classical music as a genre in April 1997. He argues against the most popular arguments that should prove the decline of the popularity of classical music.

A first argument is that the industry's base of consumer is shrinking and the average consumer age is increasing. He brings into account that there is no statistical evidence and much of it is anecdotal, such as impressions of ushers. A factor that may have increased the average age of concertgoers might be high cost of tickets or that the population on average is getting older, so do attendees (Micallef, 1997).

A second argument is that the CD boom is over. According to Micallef (1997), that is because music enthusiasts have finished replacing their LP collections with CD equivalents. As a result, the market shares of classical music as well as overall unit sales have been steadily declining.

A third argument is that there is a growing lack of interest in classical music in America. In Micallef's opinion labels - either from lack of interest or from financial necessity - have lost interest in making "serious" recordings (1997). Instead, they have resorted increasingly to turning out "vulgar" mass market inspired crossover blockbusters as a way of keeping afloat. This is only a sign how far the industry has fallen, not a measure of an industry decline. He also argues that half of the nation's schools have some formal classical music

education in place and the number of young people learning to play a musical instrument is at an all-time high (Micaleff, 1997).

The last argument made is that it is simply no longer economical to make serious classical music recordings. That argument is washed away with the fact that retailers are awash with classical CDs and that the number of titles in circulation is easily three times higher than it was ten years ago. It is true that many major American orchestras today do not have a long-term recording contract. But it is not true that it is expensive to make recordings with them, because independent labels have proved otherwise. He finishes his argument that the interest in 'serious' classical music is greater today than it ever was with the example that internet mail-order companies are thriving and offering a complete range of classical recordings (Micaleff, 1997).

Fact is that the cost structure of the industry is changing - in some cases in a rather painful way. This in turn will lead to changes in how recordings are made, distributed, and retailed. But these signs are an inevitable part of an industry's evolution and hardly signs of decline (Micaleff, 1997).

Solutions

The article "Sound of Art" by Harris (1992) focuses on the newly appointed music director of the American Symphony, Leon Botstein, who tries to expand the audience for their concerts by educating museum goers.

The article in the Economist titled "Classical Notes" goes more into depth and talks about methods on how to keep classical music concerts more popular. Two recently taken approaches are discussed and analyzed. The first one suggests to stick to easy listening 19th-century favorites and not to play to heavy or serious music. The second one is a multimedia approach that is currently taken by the Chinese American composer and artist Tan Dun. In his "Fire Crossing Water" performance he combines various genres, such as acting, a Chinese puppet show, on stage cameras, a big screen video and a musical typewriter. The article ends with the statement that the argument about the future of classical music itself is about a century old. While Brahms thought music should be for listening only, Wagner was a multimedia man combining various genres. The future will show which approach works best (Economist, 1992).

Another article by La Franco and Levine (1996) titled "Wallpaper Sonatas" writes about new marketing strategies that music companies have undertaken to make classical

music more popular. They work on the premise that more people would purchase classical music, if it were packed as background sounds. And it worked so far. While a standard hit classical disk might sell 25,000 copies in total, Polygram's Philips label has sold more than 500,000 units of its "Set Your Life to Music" series of CDs. Titles of the series include "Mozart in the Morning", "Debussy for Daydreaming", "Chopin and Champagne" and "Baroque at Bedtime".

Another record label that is pursuing the same strategy is EMI, which introduced a 12-CD set called "Music for the Zodiac", which aims to reproduce musically the personality traits of the twelve zodiac signs. Another noticeable trend is that even nonmusic outfits are getting into the act. Victoria's Secret, Ralph Lauren and even the Olympic Games are packaging their classical music sets with their brands as bait. As these CDs often use out-of-print recordings they can license for cheap, they are very easy and cheap to produce. And the customer who listens to "Baroque at Bathtime" will not complain about who is playing the music (La Franco, 1996).

Conclusions

Need for a Primary Marketing Research

The secondary research articles touch on the various factors that led to the decline in concert attendance, such as a cut back in national funding, the decline of the artistic prestige, a change in attitudes of the younger generation towards classical music, just to mention a few. Furthermore they discussed and showed the different approaches, such as offering multigenerational and multicultural programming, introducing rush hour and blue jeans performances, or offering cheaper tickets.

As stated briefly in chapter one, the Riverside Philharmonic Orchestra, like many others throughout the Inland Empire, has not been able to attract a sufficient number of patrons between the ages of 20 and 40 to their concerts in the recent years. The majority of their patrons are aged 50+. As the Philharmonic's customer base is growing older, the Orchestra wants to attract a younger segment to its concerts in order to fill the auditorium in the decades to come. Due to the cultural diversity of the United States and the difference between orchestras performing in metropolitan cities on the east coast and those performing in widespread areas, such as Riverside and San Bernardino Counties, on the west coast, management

did not want to implement a cited approach without a sound based marketing research supporting it.

The need for a primary marketing research became evident, whose purpose would be to help management make decisions on how to increase the patronage of the younger generation to classical music concerts and consequently, how to create more traffic and profits for the organization. The study should provide answers to the following Management Questions:

- How can the Riverside Philharmonic grow their customer base?
- How can the Orchestra attract college graduates living in the Inland Empire between the age of 20 and 40 to their concerts?
- What will motivate this segment to come to concerts?
- What kind of classical music would they like to listen to?
- Are changes in the design of the auditorium necessary?
- What should be the average price to attract this segment?

- What are the best promotion media for the target market?
- Would this customer segment be viable?

For the case the research study showed a potential of younger people management was also interested in a promotional campaign to increase the concert attendance for the segment.

CHAPTER THREE

METHODOLOGY

Introduction

After several conversations with Ms. Patricia Korzec, Executive Director, a thorough research on the history of the orchestra, and the secondary literature review the following issues were defined: the research problem, the purpose and scope of the marketing survey. In the next ten weeks a group of six graduate students who worked under my project management helped me carry out the following comprehensive primary research project. We were supervised by Professor Razzouk, who was teaching the marketing research class we attended, and gently directed by Professor Marks, my committee chair.

Research Objectives

Based on the managerial problems, especially the fact that the orchestra was not able to attract a sufficient number of younger patrons in the recent years, and the findings of the secondary literature research the following research objectives were defined:

1. What are the current patronizing patterns for classical music among the 20 to 40 year old segment?

2. What is the level of public awareness for the I.E.R.C. Philharmonic?
3. What are the attitudes of the target segment towards classical music and classical music concerts?
4. What factors (music, price, days, time...) will motivate this group to go to a concert?
5. What advertising media should be used to best reach the target market?

Target Population

In cooperation with the Executive Director, Ms. Korzec, we defined the following target population for our survey:

"College graduates with at least a Bachelor's Degree between the ages of 20 and 40 living in Riverside and San Bernardino Counties"

This segmentation reduced our total population of respondents in the Inland Empire drastically. Our sampling unit was a household, which means that we interviewed only one person per family or household.

Survey Method

Taking into account our limited time (ten weeks during Winter Quarter 2003) and financial budget (no money

available) we considered Mall-Intercept Interviews as being the most suited quantitative research method. Compared to mail surveys this method is quick, easy and inexpensive. It also guarantees a higher response rate than mail or telephone surveys. From February 20 to March 3, our research team spread out in pairs to different locations, such as shopping malls, coffee shops and retail establishments, throughout Riverside and San Bernardino Counties to conduct interviews.

Sampling Procedures

In order to keep selection errors at a minimum, we first decided on a Random Sample, where we would approach only every 3rd person for an interview. But reality was different. Because of our high screening criteria (age and college degree) we found ourselves in the position to ask every person we encountered and who met our target population's criteria to fill out a questionnaire. Furthermore, we interviewed students in graduate classes on the CSUSB and UCR Campus, where we found a high concentration of our target segment.

By using this Convenience Sample we were able to collect data from 157 people in only 12 days of interviewing. That means we reached our goal by 55

percent. The only drawback of a convenience sample is that it is not fully representative of the target population. Therefore, the results of the study cannot be projected to the general population.

Designed Instruments

After the research of secondary literature we gathered more ideas in an informal and casual focus group with people in our target segment. Thereafter we developed a first rough draft of the questionnaire. This draft was revised several times concerning the question formats and wording. It was pre-tested five times in and outside of our marketing class to make sure that we included all necessary questions to meet our research objectives. The final questionnaire included a variety of question formats:

- Easy to check single response questions were placed at the beginning of the questionnaire to induce and warm-up the respondents for the later questions.
- Unaided recall and top of mind awareness of orchestras patronized by the respondents was tested through open-ended questions toward the middle.

- In the heart of the questionnaire we placed several big tables to measure the attitudes and preferences of our respondents. A Semantic Differential Scale was developed to measure the image of classical music concerts. Two Modified Likert-Scales were created to measure attitudes and important factors related to classical music concerts.
- At the end of the questionnaire we used more open-ended questions to gather comments on classical music concert. At the very bottom we put easy to answer, but very personal questions about the demographics of our respondents.
- Last but not least a Screening Sheet with up front questions was developed to select only the people in our target segment.

Methods of Analysis

The collected data were coded and entered into the SPSS 11.0 in order to extract the information that address the research problem and could be used in attaining the research objectives. The major findings were developed by comparing the frequency and mean from the data tables.

Cross tabulations were done in order to compare the various values in order to identify major correlations.

Project Presentation

On March 10, 2003 our research group presented the major findings to Ms. Patricia Korzec and Mr. Paul Hofer, Board Member and Head of the Marketing Committee.

As the project manager I was responsible for the final report writing and the delivery to management. Because of the excellent job and the research findings that showed a potential in attracting younger people to concerts, Ms Korzec offered me an internship with the Philharmonic for Spring Quarter 2003.

CHAPTER FOUR

PRIMARY RESEARCH FINDINGS

Introduction

This research project provides interesting insights about how college students and graduates between the ages of 20 and 40 in the Inland Empire think and feel about classical music and classical music concerts. The purpose of this research is to help management make decisions on how to increase the patronage of the younger generation to classical music concerts and consequently, how to create more traffic and profits for the organization. It also lays the groundwork for the promotional campaign.

This chapter contains six parts. Part one orients the reader with a demographic overview of the respondents. Part two contains the frequency analysis, which is structured according to the research objectives. Part three comprises several cross tabulations. The fourth part of this chapter draws a comparison between the primary and secondary research data and summarizes the findings. A final conclusion with recommendations finished this part. Part five contains a summary of another research study conducted by another marketing class at CSUSB on current customers. Part six concludes this chapter with a

Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis.

Demographic Overview

Locations of Data Collection

Between the dates of February 20 and March 3, 2003, the team members went to different locations and conducted 157 surveys at the following places:

Table 1. Locations of Data Collection

Locations of Data Collection	% Response
Ontario Mills Mall	28.7
CSUSB Campus	36.3
Starbucks (Riverside)	8.3
Tyler Mall	7.6
UCR Extension	4.5
Citrus Park	3.8
Starbucks (Ran. Cucamonga)	2.5
Canyon Crest Shopping Center	2.5
American Express	1.3

Source: Riverside Philharmonic Survey, March 2003

Counties of Respondents

Table 2 indicates that the majority of our respondents, about 55 percent, live in San Bernardino County and 35 percent in Riverside County.

Table 2. Counties of Respondents

	Frequency	Valid Percent
No Response	2	1
Riverside County	55	35
San Bernardino County	86	55
Los Angeles County	13	8
Orange County	1	1
Total	157	100

Source: Riverside Philharmonic Survey, March 2003

Cities of Respondents

The 157 respondents of the survey come from 42 different cities, whereby most people are from San Bernardino and Riverside (Table 3). No other cities are over 5 percent. We mention Colton, Upland and Moreno Valley in this statistic, as management is interested in attracting residents living in these areas to concerts of the Riverside Philharmonic.

A list of all cities is available in Appendix C.

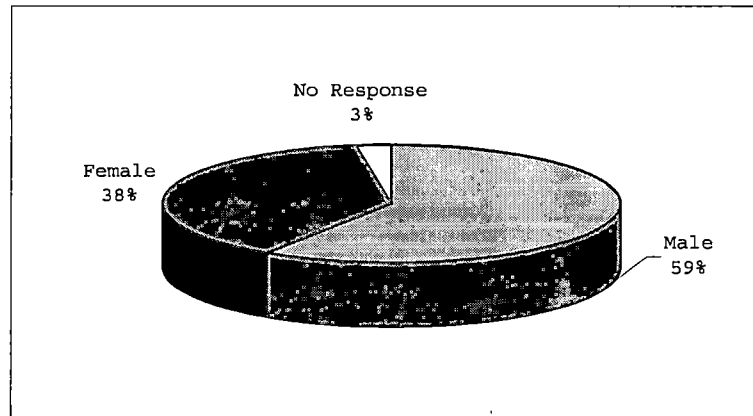
Table 3. Cities of the Respondents

Cities	Valid Percent
San Bernardino	18%
Riverside	15%
Colton	2%
Upland	3%
Moreno Valley	3%

Source: Riverside Philharmonic Survey, March 2003

Gender of the Respondents

Out of 157 people surveyed a higher percentage of males, 59 percent, completed the survey compared to 38 percent of females.

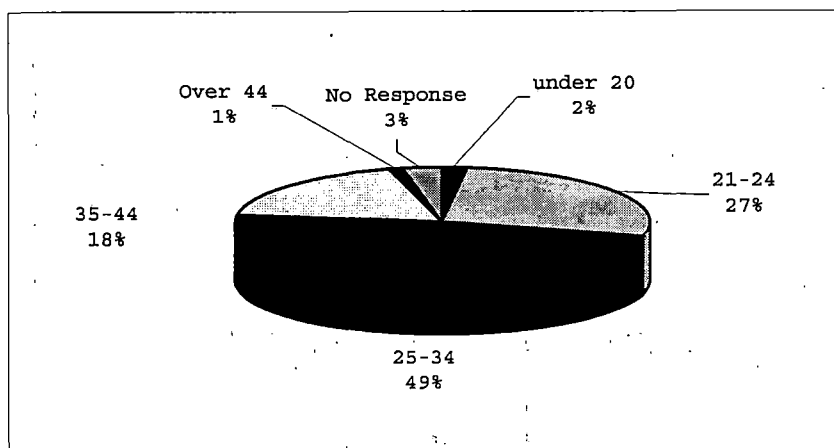


Source: Riverside Philharmonic Survey, March 2003
Figure 1. Gender of the Respondents

Age of the Respondents

About 94 percent of our respondents are between the age of 21 and 44, which means we have reached our target segment almost 100 percent.

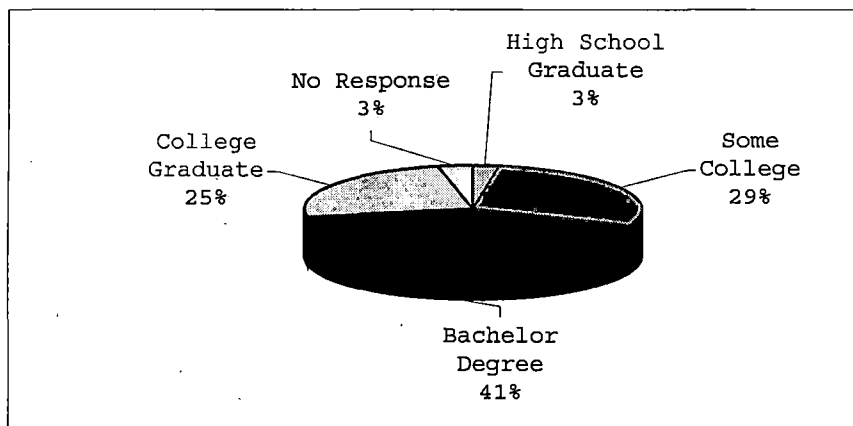
The plurality of them, 48 percent, are between the age of 25 and 34. Approximately 27 percent of the respondents are between 21 and 24 years old and 19 percent fall into the age category from 35 to 44 years (Figure 2).



Source: Riverside Philharmonic Survey, March 2003
Figure 2. Age of the Respondents

Educational Level of the Respondents

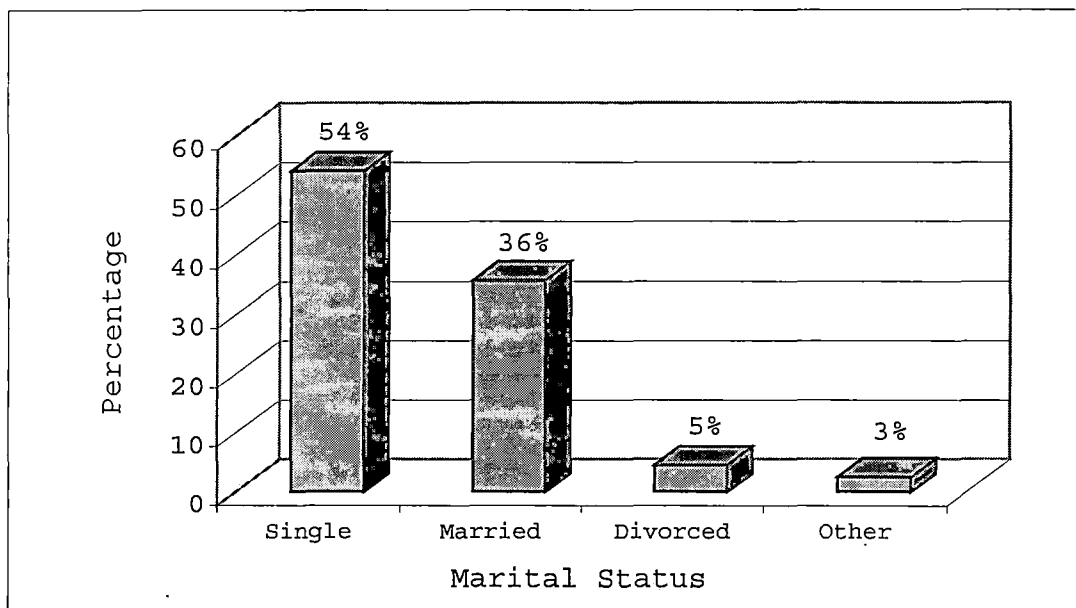
Approximately 76 percent of our respondents in total are college graduates, which means we reached our target segment by three-fourths. The plurality of the people surveyed, about 41 percent, hold a Bachelor degree, 29 percent are still in college and 25 percent hold a Graduate degree (Figure 3).



Source: Riverside Philharmonic Survey, March 2003
Figure 3. Education of the Respondents

Marital Status of the Respondents

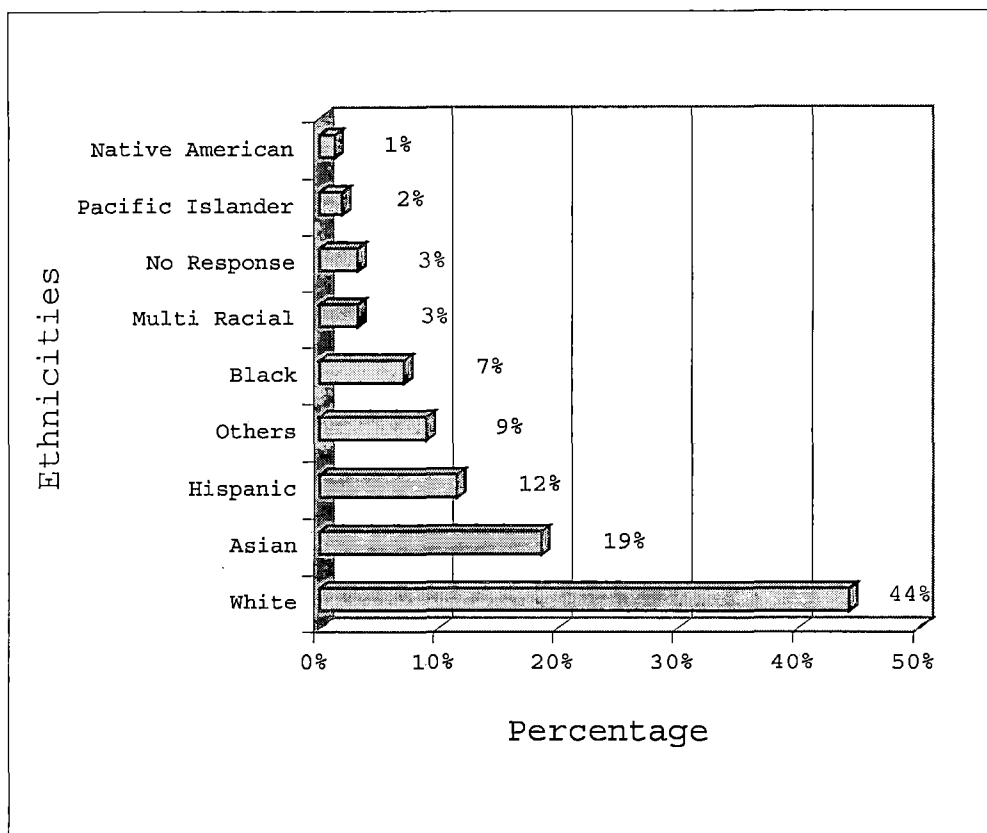
The highest percentages, 54 percent, of our 157 respondents are single, while 36 percent of the respondents are married (Figure 4).



Source: Riverside Philharmonic Survey, March 2003
Figure 4. Marital Status of Respondents

Ethnicity of the Respondents

Figure 5 shows the different ethnicities of our respondents. The plurality of the people surveyed, 44 percent, were White, followed by 19 percent Asian and 12 percent Hispanic.

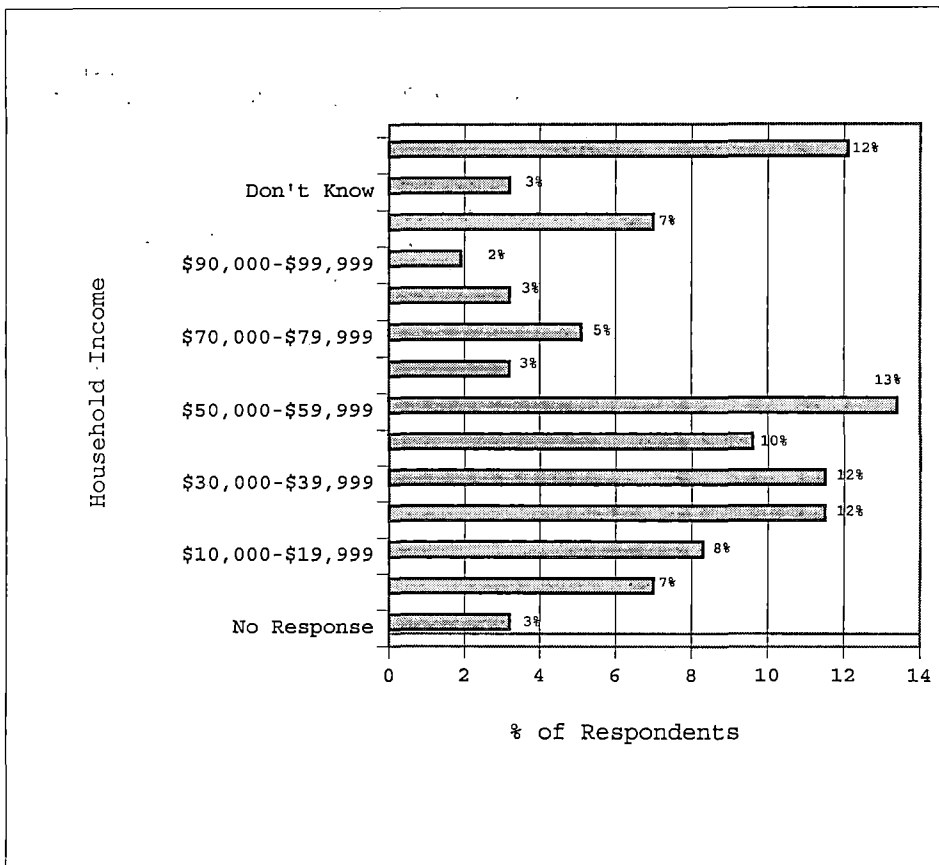


Source: Riverside Philharmonic Survey, March 2003
Figure 5. Ethnicity of Respondents

Household Income of the Respondents

The highest percentage of annual household income, 13 percent, falls in the category of \$50,000 to \$59,999, followed by 12 percent for the two categories from \$20,000 to \$29,999 and from \$30,000 to \$39,999 (Figure 6).

When we look at the overall picture, the most interesting segment lies between an annual household income starting with \$20,000 to \$60,000. This is relatively low, considering that we interviewed mostly



Source: Riverside Philharmonic Survey, March 2003
Figure 6. Household Income of Respondents

people with a college degree. One reason might be that this younger segment is just starting out to make money and still holds of entry-level positions. About 30 percent of the respondents are college students, a fact that has a significant influence on the statistic. But this is only a guess, as the occupation of the respondents was not measured.

Frequency Analysis

The following findings were organized by research objectives. For each objective we listed and analyzed the survey questions, which are related to that specific objective. We also put in graphs and tables where we considered it was necessary to make the analysis better understandable. All tables with frequencies and cross tabulations can be found in the Appendix C.

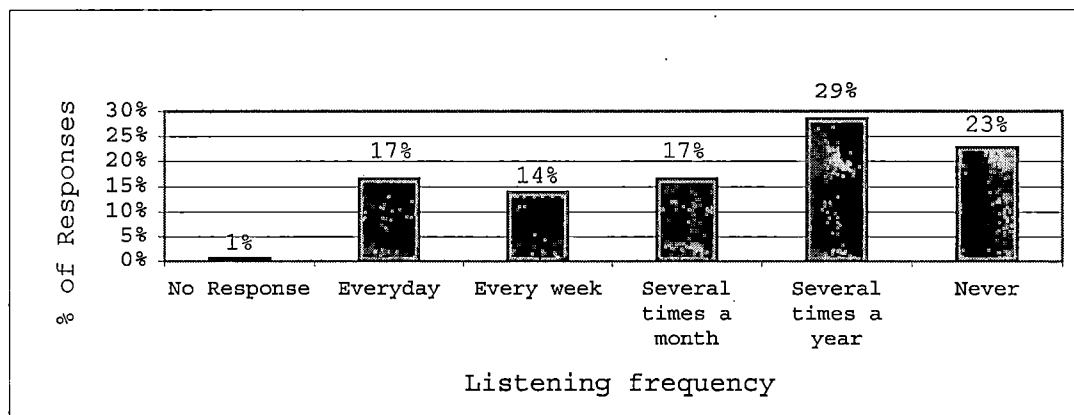
Current Patronizing Patterns for Classical Music of Our Target Segment

*Qul. Which of the Following Types of Music Your Household
Listens to Most?*

This question could not be analyzed, because it was designed as a single response question. We listed over 15 different types of music starting from rock to pop over jazz to Christian music and gospel that people are most likely to listen to. Unfortunately, when answering this question, many respondents checked more types of music their household is listening to and not only one. Including these multiple responses into the analysis would have lead to a distorted result. Therefore Question 1 was not analyzed at all.

Qu.2: How Often Do You and Your Household Listen to Classical Music?

The classical music listening habits of our target segment can be described as very good. Out of 157 respondents, 76 percent listen to classical music every day to several times a year. In detail 29 percent of the respondents said that they listen to classical music several times a year, 17 percent listen every day or several times a month and about 14 percent listen classical every week.



Source: Riverside Philharmonic Survey, March 2003
Figure 7. Classical Music Listening Habits of Respondents

Qu.3: Have You Attended a Classical Music Concert in the Past Five Years?

Only 42 percent out of 157 respondents have attended a classical music concert in the past five years. The majority of our respondents, 58 percent,

said they have not been to a concert in the past five years.

Qu.4: Approximately How Many Times a Year Do You Attend a Classical Music Concert?

Most respondents, 34 percent of 157 people said that they attend a classical concert 1 to 2 times a year. It is interesting that the number of people who attend a classical music concert more often drops significantly. Six percent of the respondent go to a classical music concert between 3 and 5 times a year and only 1 percent go more than often than 6 times in a year (Table 4).

Table 4. Frequency of Attending a Classical Music Concert

	Frequency	Valid Percent
No Response	56	36
1 to 2 times	53	34
3 to 5 times	10	6
over 6 times	2	1
Never	36	23
Total	157	100

Source: Riverside Philharmonic Survey, March 2003

Qu.5: When Did You Last Attend a Classical Music Concert?

This questions shows that the majority of the respondents have not been to a concert lately. Their

last concert visit was between seven months and five years ago.

In detail, 27 percent out of 103 respondents have been at a classical music concert 1 to 5 years ago and 23 percent attended a concert over 7 to 11 months ago. Only 13 percent of the respondents have been recently to a concert either this month or up to three months ago.

Qu.6: When Talking About Symphony Orchestras, Which Orchestras Come to Your Mind?

This question tested the top of the mind awareness for three orchestras. In total 35 different orchestras were mentioned by 74 respondents for that question. Multiple responses were possible. A complete list of all the 35 orchestras that were mentioned can be found in the Appendix C.

Table 5. Symphonies in the Top of Mind Awareness

Symphony/Orchestra	% of Responses
L.A Philharmonic	26
New York Philharmonic	11
Boston Pops	7
Riverside Philharmonic Orchestra	4
Source: Riverside Philharmonic Survey, March 2003	

Qu.10: Which, if Any Other Symphonies/Orchestras (Beside the Riverside Philharmonic) Have You Attended in the Past Three Years?

This question tested the recall for patronized orchestras. The 28 respondents who answered to this open-ended question could name 24 different orchestras and bands. Multiple responses were possible again.

Table 6. Top Two Symphonies Patronized in the Past Three Years

Symphony/Orchestra	% of Responses
L.A Philharmonic	36
Hollywood Bowl	11
Source: Riverside Philharmonic Survey, March 2003	

All other responses for orchestras patronized were under 5 percent. A complete list of all orchestras patronized in the past three years can be found in the Appendix C.

Level of Public Awareness for the Inland
Empire/Riverside County Philharmonic

*Question7: Have You Ever Heard About the Inland
Empire/Riverside County Philharmonic?*

Only 27 percent out of 150 respondents have heard about the Riverside Philharmonic, the majority of 68 percent did not know the Orchestra at all.

Table 7. Awareness for the Riverside Philharmonic

	Frequency	Valid Percent
No Response	7	5
Yes	43	27
No	107	68
Total	157	100

Source: Riverside Philharmonic Survey, March 2003

Question 8: Have You Ever Been at a Concert Held by the Riverside Philharmonic?

Only 16 percent of 98 respondents for that question have been at a concert held by the Riverside Philharmonic. That leaves a majority of about 84 percent who have never been to any of their concerts.

We wanted to inquire into the reason of those who responded with "No", why they had never attended a concert. For this question, only a few people, 45 out of 157, responded. The majority of them, 49 percent, said that they had never heard of the Riverside Philharmonic, while 18 percent answered that they had either no time or were not interested.

Question 9: How Many Riverside Philharmonic Concerts Have You Attended in the Past Three Years?

Out of 72 respondents, about 36 percent have not attended any of the Riverside Philharmonic concerts. Only 8 percent have attended between 1 and 3 concerts.

Table 8. Attended Concerts of the Riverside Philharmonic Orchestra

	Frequency	Valid Percent
No Response	85	54
0 concerts	57	36
1 to 3 concerts	13	8
Not certain	2	1
Total	157	99*

* One percent was lost through rounding down
Source: Riverside Philharmonic Survey, March 2003

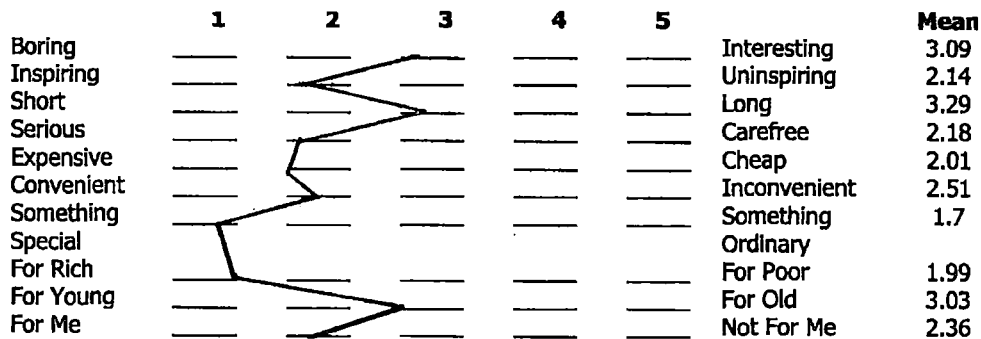
The Attitudes of Our Target Segment Towards
Classical Music and Classical Music Concerts

In order to measure this objective we developed a Semantic Differential Scale, which is commonly used for measuring store, company or brand image.

Qu.11: Please Rate Classical Music Concerts on Each Set of These Adjectives

Figure 8 shows the profile of classical music concerts perceived by the 20 to 40 year old segment.

Each line was assigned a number for coding starting from the left side. The mean was plotted for each bipolar pair of adjectives. Connecting each point the graph for classical music concerts is shown below.



Source: Riverside Philharmonic Survey, March 2003
Figure 8. Profile/Image of Classical Music Concerts

Stated in Percentages the Graph Above Draws the Following Picture:

A total of 51 percent found classical music concerts interesting to very interesting, 48 percent as inspiring to very inspiring, 63 percent as something very special, and 41 percent for rich to very rich people.

However, people mentioned classical music concerts are long to very long (55 percent), expensive to very expensive (42 percent), serious to very serious (49 percent), and for old to very old (48 percent). The majority of the respondents are neutral when it comes to convenience (35 percent).

The results of the question 11 also show that young people still view classical music as being something for themselves (44 percent) and hold in general a positive attitude. The rather negative attitudes (too long, expensive, serious and for old) give us an idea where the image of classical music concerts needs to be improved in order to attract younger people.

Qu.19 What Do You Like Most About Classical Music Concerts?

In total 107 people answered to this open-ended question, where multiple responses were possible. Out of 26 statements we could identify two major categories:

- 35 percent of the respondents of this question state that they like most the relaxing and soothing atmosphere of classical music concerts.
- 27 percent of the respondents love most the music and performance itself.

Qu.20 What Do You Like Least About Classical Music Concerts?

Out of 94 respondents, 27 percent consider classical music concerts as too long and 8.5 percent consider them boring and pricey. All other comments were below 5 percent.

Qu.21: Any Information For Improvement You Want to Share?

Only 27 people interviewed provided comments for improvement. The majority, 44 percent of the respondents said that the Riverside Philharmonic Orchestra needed more publicity and advertising, 22 percent have never heard of the Orchestra.

A complete listing of all comments for the Questions 19 to 21 is available in the Appendix C.

What Factors (Music, Price, Days, Time...) Would Motivate Our Target Group to Attend a Classical Music Concert?

To measure this objective we used different methods. For the question 13 and 14 we developed Modified Likert-Scales to measure music preferences of the target segment and influential factors for attending a classical music concerts. We used the format of open-ended questions in 15 and 17 to find out about ticket price and live music budget. To identify preferred weekdays for concerts we used a single response format for question 16.

Qu.13. Likert-Scale Response Measuring the Degree of Agreement or Disagreement With Listed Statements

In this question we used the Modified Likert-Scale to measure the respondents' attitudes in various areas. With the first two statements we wanted to measure a second time the image of

classical music; is it cool or only something for nerds. The second part of the scale measured the music preferences of the younger crowd. What music would draw them to concerts? Is there anything at all that would make them attend a classical music concert?

The results are very positive overall. The majority, 56 percent of the respondents think that classical music is cool and a strong majority of about 73 percent of them does not agree with the statement "Classical music is only for nerds."

For the statements: "I would attend a classical music concert, if they played..." we achieved very high ratings overall. The respondent expressed the highest preference for a Piano Concert with Orchestra. Table 9 lists all the music choices of our respondents in descending order, whereby the percentages for strongly agree and agree were totaled. Asked if the respondents planned to attend a classical music concert this year, 40 percent are neutral and about 30 percent agree to it.

Table 9. Music Preferences

Music Preference	% Strongly Agree and Agree
Piano and Orchestra	61
Crossover between Pop and Classic	55
Film music	52
With a singer and Orchestra	48
A crossover between Rock and Classic	48
Best of Musicals	47
Light Opera	46

Source: Riverside Philharmonic Survey, March 2003

This results show that there is a strong agreement for the listed music choices. There is a very good chance that many more younger people would attend a concert if the orchestra would play some categories listed above.

Qu.14 Factors Influencing the Decision of Attending a Concert

For this question, the respondents had to rate sixteen listed factors, such as pleasant atmosphere, seating, music selection, parking, convenient times of performance, etcetera, according to their importance in influencing their decision to attend a classical music concert. The Likert-Scale contained

ratings from very important, important and somewhat important to unimportant and very unimportant.

The following factors were rated by the respondents as being very important to important influencers in their decision to attend a classical music concert (Table 10). The percentage for each factor e.g. 80 percent for pleasant atmosphere was obtained by adding up each percent rating for very important (44 percent) and important (36 percent).

Table 10. Most Important Factors for Attending a Concert

Very Important to Important Factors	Cumulative Percentage
Pleasant atmosphere	80
Performer and music selection	76
Available parking	73
Convenient times of performance	69
Price of tickets	68
Location/close to home	62
Convenient reservation system	66
Length of Performance	58
Friends go there	54

Source: Riverside Philharmonic Survey, March 2003

The respondents listed the following factors as "Somewhat Important" to them when deciding to attend a concert (Table 11):

Table 11. Somewhat Important Factors for Attending a Concert

Somewhat Important Factors	Percentage
Intermissions	41
Availability of dinner theaters	39
Availability of concession stands	35
Casual dressing	35
Visuals/video screens	33
Formal dressing	33
Seating close to stage	32
Easy access from freeways	31

Source: Riverside Philharmonic Survey, March 2003

None of the listed factors under Question 14 was rated "Not too Important" nor "Not at All Important."

Qu.12 Personal Influencers for Attending a Concert

In total 150 respondents said that the following persons strongly influence their decision of going to a classical music concert:

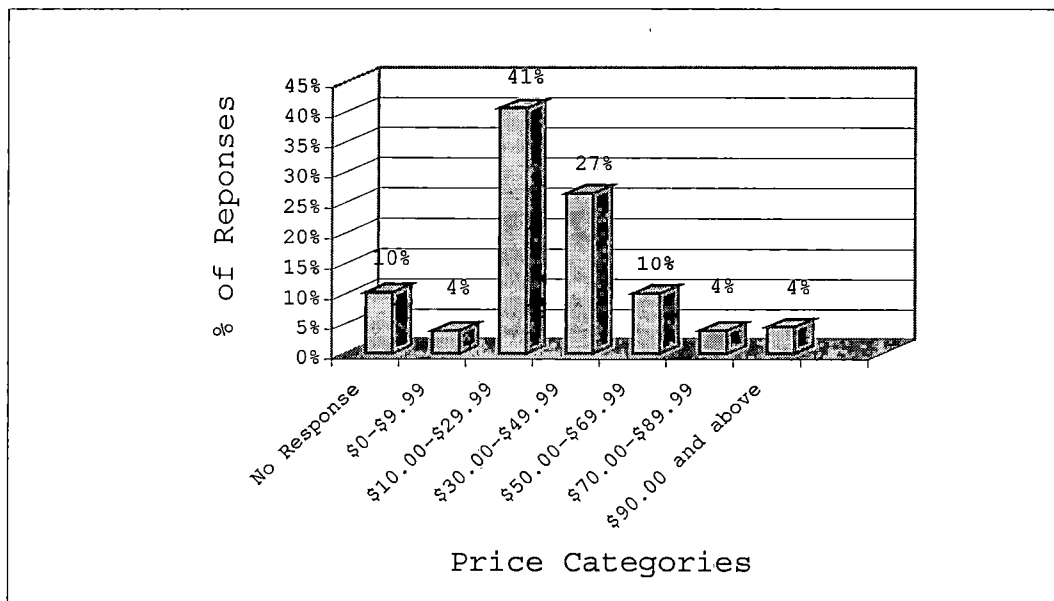
- Friends: 29%
- Spouse: 25%
- Significant Other: 12%

Qu.15. What Would You Consider a Fair Price for a Ticket?

For this open-ended question we got an overwhelming 141 responses ranging from only \$4 up to \$900 for a ticket. In order to be able to analyze the

responses, we grouped them into six price categories, which reflected the responses most accurately (Figure 9).

The plurality of the respondents, 41 percent, considers a price between \$10 and \$30 as fair. 27 percent would pay a price between \$30 and \$50 for a classical music concert ticket. In conclusion the 20 to 40 year old segment would pay a price between \$10 and \$50 for a ticket.



Source: Riverside Philharmonic Survey, March 2003
Figure 9. Price Categories for Concert Tickets

Qu.17 What Is Your Household's Budget For Concerts and Live Music Each Month?

The findings for this question do not provide us with significant majorities. Table 7 shows the different responses in regard to setting a monthly budget for concerts. Only 13 percent of the respondents said that they do not at all have a monthly budget for live music and concerts. About 25 percent do budget between \$16 and \$80 for live music each month.

Table 12. Monthly Budget for Live Music

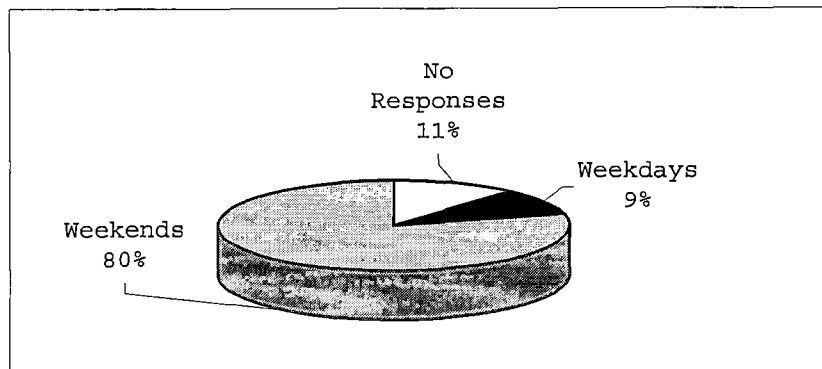
Monthly Budget	Valid Percentage
Under \$15	7
\$16-\$49	12
\$50-\$80	13
\$81-\$120	10
Over \$121	7
No Budget	13
No Response	38
Total	100

Source: Riverside Philharmonic Survey, March 2003

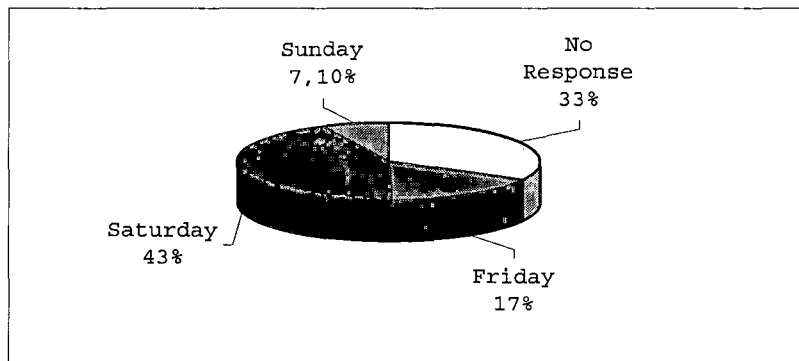
Qu.16 What Days of the Week do You Prefer to Attend a Classical Music Concert?

The following two figures show that a significant number of people (approximately 80 percent) prefer attending a classical music concert

to be held on the weekend, especially on Saturdays (43 percent).



Source: Riverside Philharmonic Survey, March 2003
Figure 10. Preferred Weekdays for a Concert



Source: Riverside Philharmonic Survey, March 2003
Figure 11. The Most Preferred Weekend Days for Concerts

What Advertising Media Should be Used to Best
Reach the Target Market?

For this objective we used a multiple response format with an open-ended section, where respondents could specify the medium they used most often to obtain information.

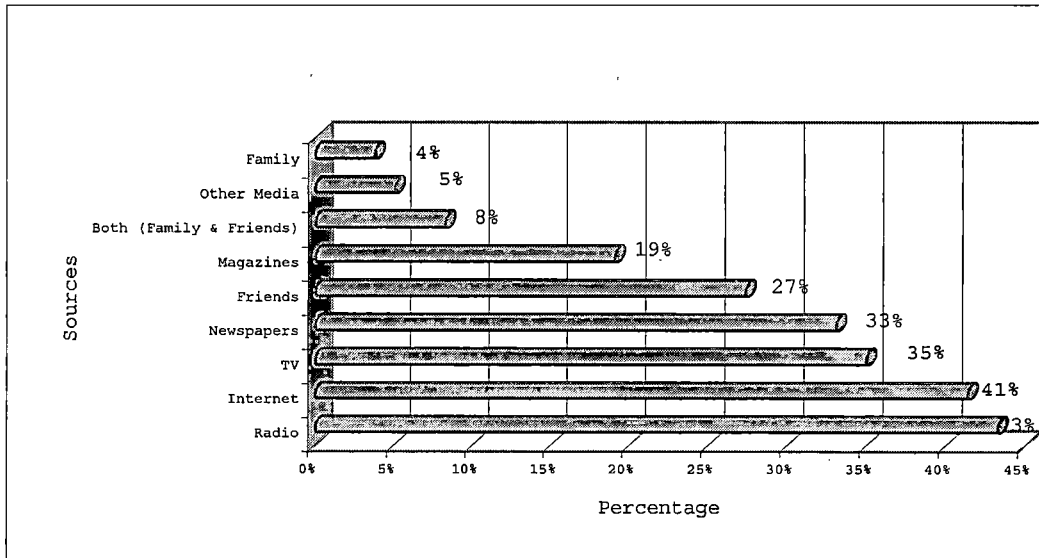
*Qu.18 Where Do You Usually Get Most of Your Information
About Entertainment Activities?*

Figure 12 shows that Radio (43 percent), Internet (41 percent), TV (35 percent) and Newspaper (33 percent) are the most effective ways to reach the target segment of the 20 to 40 year olds. For the open-ended question regarding a specific station, program or newspaper we the following responses.

- TV: Out of 55 responses, the majority, 12 percent listed Channel 4 and 11.
- Radio: Out of 68 responses, 7 percent listed KISS and 5.8 percent listed KGGI
- Newspapers: Out of 51 responses, 27 percent listed the *L.A. Times* and about 20 percent listed *The Press Enterprise*
- Internet: Out of 64 respondents, 11 percent get their entertainment information from the web

page Ticketmaster.com and 9 percent from Yahoo.com

- Friends: Out of 65 respondents, 66 percent get their information from friends.



Source: Riverside Philharmonic Survey, March 2003
Figure 12. Sources of Information About Entertainment Activities

Cross Tabulations

Several cross tabulations were carried out. First, we wanted to know if the respondents living in Riverside had a higher degree of awareness for the Riverside Philharmonic than those in other counties and cities. Second, we were interested in which interview locations people were most aware of the Orchestra. We also cross-tabulated patronizing patterns and measured how many of

the respondents from Riverside had patronized the Orchestra and how often. All tables of these cross tabulations are available in the Appendix C.

Cross Tabulations in Regard to Riverside Residency

Awareness for the Riverside Philharmonic and Residency. The awareness for the Riverside Philharmonic is generally higher in Riverside; about 50 percent of the respondents have heard about the Orchestra, compared to other cities. The average awareness rate of all the respondents from all counties is 28 percent.

People interviewed at the CSUSB campus, Ontario Mills and at Starbucks in Riverside had a higher awareness for the Orchestra than in any other places.

This cross tab showed further that although there were only a few people interviewed at Starbucks in Riverside, about 50 percent of them have heard about the Riverside Philharmonic.

Attended Concerts of the Riverside Philharmonic and Residency. Only one-third of the respondents, about nine people, who live in Riverside County have been at a concert held by the Riverside Philharmonic. Looking closer, only five out of 24 respondents, 20 percent, living in Riverside city have been to their concerts. But

30 percent of the people interviewed at Starbucks in Riverside have been to a concert. The next highest figure is from respondents interviewed at the UCR Extension, where about one-third have patronized the Orchestra. As we interviewed only a few people from these two locations the figures are not statistically representative.

When we asked those people who responded with "No" to Question 8, why they have never attended a concert held by the Riverside Philharmonic, the majority of the respondents, 51%, said that they have never heard of it the Orchestra before.

Frequency of Concert Attendance and Residency. Only 9 respondents out of 55, this is 16 percent, living in Riverside County have attended one to three concerts at the Riverside Philharmonic in the past three years. The figure is higher for residents of Riverside city. Here 6 respondents out of 24, 25 percent, have been to a concert one to three times in the past three years.

Concerning the location of interviews in relation to attendance frequency, here again the respondents interviewed at Starbucks in Riverside had the highest rates. One-third have been at a concert held by the Riverside Philharmonic one to three times.

Cross Tabulations in Regard to Demographics

The following analyses were derived by cross tabulating the music listening habits, current patronizing patterns and the awareness for the Riverside Philharmonics with all the demographic data of our respondents.

Music Listening Habits and Demographics. The cross tabulation showed that the age group of 25 to 34 is the one that listens most often to classical music. 48 percent out of 157 respondents listen to classical music between every day and several times a year. Single persons (42 percent) make up the highest percentage of classical music listeners compared to married couples (24 percent) for the range between every day and several times a year.

In proportion Asian people listen to classical music more on a daily and monthly basis than Caucasians, although the number interviewed is smaller.

On the basis of income the segment the Riverside Philharmonic should go after is the one with an annual household income between \$20,000 and \$50,000. (In total 40 out of 157 respondents).

Looking at education there is an interesting finding. The higher the education, the more often people listen to classical music. Most college students (35 percent) listen only several times a year classical music, most Bachelor

degree holders (34 percent) several times a month, but the majority of people with a Graduate degree (26 percent) listen to classical music every day. Overall, males listen more often to classical music (60 percent) than females (39 percent) from every day to several times a year.

Attended Classical Music Concerts in the Past Five Years and Demographics. Again, the age group between 25 and 34 is the one that attended most frequently classical music concerts in the past five years. Furthermore single had a higher attendance rate 43 percent than married people with only 37 percent.

On the bases of ethnicity, Asian, Hispanic and Black had a higher percentage of attending concerts than Caucasians, even though White people made the majority of our respondents. The majority of concertgoers has an income between \$30,00 and \$50,000 and holds a Graduate degree (54 percent) compared to Bachelor's (44 percent) and college students (33 percent). From the perspective of gender wise more females (51 percent) than males (37 percent) had attended concerts in the past five years.

Attended Classical Music Concerts Per Year and Demographics. The majority of respondents attend a classical music concert between 1 and 2 times a year throughout all demographic categories. The highest

attendance rate was in the age group from 35 to 44 (66 percent), but still very high with (50 percent) for people between 20 and 34. More single people go 1 to 2 times a year than married people. Looking at income the majority comes from the 30,00 to 50,000 range.

On the basis of education there was not a significant difference in concert going habits between people with a Bachelor or Graduate degree. Looking at gender, again, female respondents (57 percent) go more often to concerts than their male counterparts (48 percent)

Last Attended Concert and Demographics. As the frequency tabulations already demonstrated, most people attended a classical music concert 1 to 5 years ago. The cross tabs showed the following details:

Single and the age group between 25 and 34 are the most significant categories. In general Asian (76 percent) and Black (77 percent) have a higher percentage attending concerts than Hispanics (52 percent) and Caucasian (43 percent).

The majority of concertgoers, whose last concert was between 1 and 5 years ago, have an annual household income below \$60,000. Other demographic groups were not significantly differentiated. The same time period is

applicable for the majority throughout all educational levels.

The next significant group of respondents attended their last concert between 7 and 11 months ago, whereas Bachelors (26 percent) have been more recently to concerts than graduates (17 percent). About the same percentage of males and females (22 percent) have been to their last concert 7 to 11 months ago, but interestingly more females indicated that they have attended a concert this month compared to zero males.

Awareness for the Riverside Philharmonic and Demographics. About 25 percent of the people in the age category of 25 to 34 heard of the Riverside Philharmonic Orchestra, followed by 14 percent in the age category from 20 to 24. Out of 56 married respondents, 37 percent have heard of the Orchestra. In terms of ethnicity White/Caucasian had the highest percentage of awareness with 33 percent. Approximately 28 percent of the respondents with some college (13 out of 45) had the highest awareness, followed by 25 percent of the people with a Bachelor and Graduate degree. From a gender perspective females are most aware of the Inland Empire/Riverside County Philharmonic Orchestra with 38 percent compared to 19 percent of males.

Concert Attended at the Riverside Philharmonic and Demographics. About 28 percent of the people in the age category of 35 to 44 have been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra followed by 15 percent of the respondents between the ages of 25 and 34. Approximately 18 percent of the married people, compared to 15 percent of singles have been to their concerts. On the basis of income, the categories from \$40.000 to \$60.000 had the highest attendance of concerts. About 10 percent of people with Bachelor's and Graduate degree have patronized the orchestra. There is not a big difference between male and female patrons; about 15 percent of both categories have attended a concert of the Riverside Philharmonic.

Summary of Findings

Comparison Between Primary and Secondary Data

The primary research results differ significantly from the secondary literature research findings, especially in regard to the popularity of classical music. Our research showed that younger people between the ages of 20 and 40 with at least some college have good classical music listening habits; about 76 percent of them listen to classical music every day to several times a

year. Unfortunately, the figures decrease when it comes to attending a classical music concert. 34 percent of our respondents use to attend live concerts 1 to 2 times a year; 6 percent go to concerts between 3 and 5 times, but only 1 percent of the respondents attend live concerts over six times a year. Our research shows that young people are "light" users, when it comes to attending a concert, but "heavy" users in regard to listening to classical music at their convenience.

In comparison to the secondary data, this research provided important in-depth information about this topic. We know more about the attitudes, important influential factors of the 20 to 40 year old segment concerning classical music and also how to reach this segment. The study painted a clear picture of the image of classical music concerts among the target group and provided statistical data that can be used for the creation of a successful marketing mix in order to attract this segment.

Patronizing Patterns for Classical Music

As already described, the younger crowd listens to classical music very often. 76 percent responded between every day to several times a year. The cross tabulations showed that the age group of 25 to 34 and single people listened most often classical and also had the higher

attendance rate for concerts within the past five years. Furthermore, college graduates showed the highest percentage in listening to classical music every day and in attending concerts. Although males listen more often to classical music than females, they are less likely to attend a concert than their female counterparts.

The concert going habits for that segment though is average to low. 34 percent of the respondents go to live concerts 1 to 2 times a year, six percent go between 3 and 5 times, and only one percent go more than six times. Concerning education, ethnicity and age, there is not a significant difference between the groups regarding frequency. But in general more singles go to concerts than married couples.

For the majority of respondents (51 percent) their last concert visit was between 7 months and 5 years ago. The most significant income category is the one between \$20,000 and \$60,000 in relation to music listening habits and concert attendance.

Awareness for the Riverside Philharmonic

The overall awareness for the Orchestra is low with only 27 percent. When we take a closer look, the awareness for the Orchestra is higher in Riverside city with 50 percent. People between the ages of 25 and 34 and married

people had a higher awareness for the Riverside Philharmonic than any other groups.

The average concert attendance is low with only 16 percent, and only a little bit better with 20 percent for Riverside residents. About 10 percent of the respondents with a Bachelor or Graduate degree have patronized the orchestra. Concerning the frequency of concerts, only 18 percent overall and 25 percent of Riverside residents had been between 1 and 3 of their concerts.

Attitudes Towards Classical Music Concerts

Classical music concerts are perceived as cool, interesting, inspiring and as something special by the younger generation; however, also as long, expensive, serious and rather for old people. Still they think that concerts are something for them.

What the younger segment likes most about the concerts is the relaxing and soothing atmosphere and the music/performers itself. What they like least is that they are too long.

Influential Factors

Friends, spouses and significant others (66 percent in total) influence most the decision for attending a classical music concerts.

Other factors in the sphere of the Orchestra that received ratings from very important to important were the pleasant atmosphere, the performer and the music selection, available parking, convenient times of the performance and price of tickets just to mention some. The respondents considered the availability of concession stands for food and beverages, seating close to stage and the availability of visuals and video screens only as "Somewhat Important." The percentages for formal or casual dressing (about 34 percent for each) show that people are mostly indifferent to dressing requirements.

The respondents clearly preferred a performance of a Pianist with an Orchestra (60 percent) and a Crossover between Pop and Classic (55 percent) to any other listed music choices. But in general all other music choices had high ratings too, between 45 and 48 percent.

The majority of respondents, 41 percent, would spend between \$10 and \$50 for a ticket, which is in their budget range from \$16 to \$80 for live music and concerts every month.

A clear majority, 80 percent, prefers the weekend to weekdays for classical music concerts, whereby the most preferred day of the week was the Saturday with 43 percent.

Most respondents usually get their information about entertainment activities from the following sources: Radio (43 percent), the Internet (41 percent), Television (35 percent) and Newspapers (33 percent).

Conclusions

The findings show that there is an enormous potential for management to attract younger patrons to their concerts. Almost 80% of their target group listens to Classical music. Based on our findings management can develop a strategic plan on how to make classical music concerts more known and attractive for this target segment. Our survey showed that the only big competitors are the L.A. Philharmonic and the Hollywood Bowl. No other regional Orchestra, such as the San Bernardino or the Redlands Symphony, is a real threat to the Riverside Philharmonic.

Recommendations

Step 1: Raising awareness for the Orchestra among the target segment through a public relations campaign and various marketing activities.

Step 2: Developing a special Marketing Mix for the 20 to 40 segment, which is based on our findings.

- Target people that live in Riverside and neighboring areas, such as Colton, Moreno Valley, but also San Bernardino.
- Focus on Bachelors and Graduates with an annual income between \$20,000 and \$60,000.
- Cooperate with Starbucks in Riverside and other coffee-shops, restaurants, shopping-malls and places where younger people of that target group come together.
- Cooperate with the UCR and CSUSB campus.
- Create loyal customers and make them season ticket holders.
- Advertise in various media, such as radio, Internet, TV and newspapers to get your information out.

Current Customers

Summary of the Research Study on Current Customers

Introduction. The following is a summary of the most important findings of another research study, carried out in the Winter Quarter 2003 by the Perfect Pitch of Marketing 496 at CSUSB. The class conducted an in-depth research analysis of the Riverside County Philharmonic and

its customers. Their main objectives were to create a customer profile for current concert attendees, as well as ways to increase customer purchases and attendance of concert dates. In total 637 patrons were surveyed at two separate locations on January 30 and February 2, 2003. 69 percent of the respondents attended the Riverside concert and 31 percent attended the Ontario concert. As far as it was possible a comparison between the two research studies was drawn at the end of this part. As both studies had different research objectives and were conducted completely independently from each other this was not always feasible.

Current Customer Profile. The current customer profile can be described as well-educated adult females over the age of sixty-five (52 percent of respondents), who enjoys listening to live music in a location close to home. They also attend other symphonies, especially the Los Angeles Philharmonic. 95 percent of the current patrons prefer hearing Classical music only and named Mozart and Beethoven as the most sought after composers. Despite pure classical they would also like to hear more Broadway pieces.

Concert Attendance and Motivational Factors. About half of the respondents are season ticket holders (52

percent), whereby 31 percent have been season ticket holders between four and ten years. The major reason to become a season ticket holder is to enjoy good music (55 percent) and to support the Philharmonic (15 percent). Price, convenience, seating and environment are not important factors in the decision to buy season tickets. The survey showed no preference of the majority to become season ticket holders in the near future. Asked further they preferred to visit a single performance rather than having a whole season pass. In regard to the concert attendance of this age group, the plurality (27 percent) attended over 10 concerts in the past 3 years, whereby 46 percent either attended between 0 and 3 times a concert performed by the Philharmonic.

Media and Places to Reach these Patrons. Looking at information media, almost 65 percent of the respondents receive their information regarding classical music through the newspaper. The radio with 34 percent was listed as the next highest, followed by direct mail with 31 percent, the Television with 17 percent, the Internet with 12 percent and by word of mouth 13 percent. The respondents use to shop in the Galleria at the Tyler shopping center (37 percent) and spend their vacations at the continental United States (59 percent).

Demographics of Respondents. The vast majority, about 77 percent of the respondents are over 51 years. Only 6 percent of the people who answered the survey were under 25, another 6 percent was between 26 and 35 and a rough 12 percent were between the ages of 36 and 50.

In regard to education the majority of respondents are very well educated. The majority, 61 percent, had at least a 4 Year Degree and 28 percent answered to have attended some college. On the basis of income no significant majorities could be found. About 20 percent of the respondents have an income between \$25,000 and \$50,000, another 20 percent earn above \$100,000.

Similarities and Differences Between the Two Research Studies

In the end the research studies were compared with each other - as far as it was possible - in order to identify similarities and differences between the two target groups. Similarities could be found in gender, education, patronizing patterns and income, whereby the most notable difference lie in the information media used to obtain information about concerts.

Similarities and Commonalties.

- Well-educated Females with at least four years of college have a stronger interest in attending classical music concerts.
- Both groups have attended concerts of the L.A. Philharmonic and are highly aware of them.
- Their primary motivation to attend a concert is to enjoy good music.
- The plurality of respondents had an income between \$25,000 and \$60,000.

The Most Significant and Comparable Differences.

- Younger people use as main information sources the radio (43 percent) and the Internet (41 percent) compared to only 12 percent of current patrons. The majority of older patrons (65 percent) preferred newspapers to any other medium (compared to 33 percent of young people).
- Younger people also communicate more with family and friends about entertainment activities. About 36 percent of the younger people use word of mouth as an information source compared to only 13 percent of older patrons.

Strengths, Weaknesses, Opportunities and Threats Analysis

In the following the internal strengths and weaknesses as well as the external opportunities and threats, which were identified through the prior research of the organization and its customers are summarized. This promotional campaign should help to overcome the Philharmonic's weaknesses and to convert them into strengths. Furthermore it aims to convert threats from the environment into opportunities.

Strengths

The Philharmonic is known for its excellent music and their variety of music selection. It can rely on a very loyal customer base - most current patrons have been attending the concerts for over 10 years - and a strong support from the Riverside community and the Board in regard to donations and sponsored services. Free publication of its concert programs and previews represents a major strength.

Weaknesses

The orchestra hasn't been able to attract a sufficient number of patrons between the ages of 20 and 40 to its concerts. About 80 percent of its patrons are age 50+. Also the concerts are not sold out, and even when

sold out only contribute to 30 percent of the costs. Constraints in the advertising and marketing budget are to blame for the reduced visibility in other media and one reason for the low attendance rate among younger people. Another weakness is that respondents prefer to attend one specific performance instead of becoming season ticket holders, which means that for each concert the promotion and advertising need to be very high. Furthermore older patrons do not involve their families in their concert experience.

Opportunities

There is a big potential for sponsorships in the Riverside community that hasn't been used to its fullest. In growing a customer base of well-educated people the Philharmonic will be able to attract sponsors who are catering to the same up-scale and high-income group.

The music listening habits among the younger people are very good. About 80 percent listen to classical music on a regular basis, prefer a Saturday night for concerts and are willing to spend between \$10 and \$50 for an individual performance. Their existing Website provides a perfect tool to communicate with that segment. In regard to information content and promotions it would need to be further developed to attract a higher number and repeated

visits. Based on music preferences of both research studies, the Philharmonic could provide a musical program that attracts both segments. Or, on the other hand they could create some special events for only one segment and try to fill their auditorium. Through a special promotional campaign current older patrons could be encouraged to bring their children or grandchildren to their concerts.

Threats

Budget constraints hamper business growth and competitiveness; a limited number of season concerts, only every two months, works against the learning curve. People who just became aware of the Philharmonic might be disappointed about the few concerts and will not put them into their evoked set of choices. According to the Perfect Pitch Marketing Group a limitation in the advertising budget will provide enough room for special promotions and advertising in other media. Furthermore only certain types of concerts will bring in new clientele, but a limited budget will not allow these performances take place. Because of the age of the current patrons a constant influx of new revenue is not occurring to enliven and support the Riverside Phil. Another threat is that loyal attendees are not conveying to friends and family any

information about concerts or the Inland Empire
Philharmonic (2003).

CHAPTER FIVE

CAMPAIGN PLANNING

Chapter five encompasses several activities in the campaign planning process. First, the identification of opportunities and problems that indicate why a specific marketing campaign should be developed and executed. Second, the definition of the target audiences the campaign is focusing on. Third, a variety of input and output objectives that are set in order to reach the ultimate goal, to increase the attendance by four hundred persons in the target audience. Finally, the last part includes the campaign theme with key messages that encompass the entire scope of the promotional campaign. The chapter is concluded with suggestions on various advertising slogans for the upcoming season.

Opportunities for the Promotional Campaign

Based on the initial organizational and primary marketing research, the following issues of immediate concern were identified by the Philharmonic's management:

Issues

- Low visibility and awareness for the Orchestra in Riverside and in the neighboring cities due

to limited marketing and advertising activities and a low budget.

- The Philharmonic has not been able to attract a younger audience in the recent years due to lack of awareness, special promotions and special events catered only to this target group. Classical music concerts have to overcome their image of being something for rather old people, and as being too long, expensive and serious.
- Younger people use different sources of information compared to older patrons.
- When attending a classical music concert, young people want to feel and do something special.
- Sponsorship has not reached its fullest potential.

Priorities

For the upcoming concert season 2003/04 the following priorities to address these issues were defined by management:

- Creating more awareness for the Orchestra and increasing the attendance among the well-educated 20 to 40 year old segment through

promotions, cooperation with local businesses and through advertising in multiple media.

- Having a marketing budget of at least \$10,000 to work with - excluding the production costs of folders.
- Increasing sponsorships for the organization.
- Reducing the negative balance.

Objectives

To gain a more dominant market position in the near future through the implementation of new marketing strategies. In order to maximize ticket sales an extensive campaign that focuses on raising awareness among the target audiences for its organization, informing them about up-coming events and new marketing programs, and to motivate them to attend performances will be necessary.

Target Audiences

Primary Target Group

The campaign focuses on well-educated females - college students as well as college graduates - between the ages of 20 and 40 living in Riverside and San Bernardino Counties, especially in the following cities:

- Riverside
- Temecula
- Corona

Secondary Target Group

A second target group could be identified with young families, either single parent or two parent, who are well-educated, between the ages of 20 and 40 and who live in the target areas.

The cities listed above have priority in this campaign. Cities of second priority are Colton, Grand Terrace, Moreno Valley and San Bernardino.

Ultimate Goal

To increase the attendance of the 20 to 40 year old segment living in Riverside, Temecula and Corona during the 2003/04 season. In order to reach this goal, the following objectives were defined:

Objectives

The following three measurable and quantified objectives were defined in order to achieve the ultimate goal of the campaign. These follow the three step model, which is based on creating awareness, providing information, and third, to motivate the target segment to come to the season concerts. In detail the objectives read as follows:

1. To raise awareness for the Riverside Philharmonic among the 20 to 40 year old segment living in Riverside, Temecula and Corona.
2. To inform 20,000 persons/households in the target segment in the targeted geographical areas about the Orchestra, the new season programming, the new pricing of seats, especially the rush tickets for students, and the special promotions that have been designed for the target segment.
3. To increase concert attendance among the 20 to 40 year old segment from the current attendance of 150 persons up to 400 people beside season ticket holders per concert during the season 2003/04.

Key Messages

The following key messages should be communicated to the target audiences. As people in their twenties have different needs from people in their thirties, we broke up the target segment into two more homogenous groups: The 20 to 30 year old segment and the 30 to 40 year old segment.

For both target groups though, the message should definitely mention the "Concert Package" with discounts

for dining and entertainment possibilities prior to and after the concert. E.g. "Enjoy a great Saturday night out! Dinner, music and dancing/cocktails". For each segment the following individual key messages were created:

Targeted at the 20 to 30 Year Old Segment

- Going to a classical music concert is exciting and entertaining. Taking advantage of the dining and entertainment possibilities, it is a great night out!
- Take someone on a romantic date. Come, see and feel the magic and passion of classical music.
- Concerts are affordable for everyone. Rush ticket for students for only \$5.
- A whole season for only \$18.

Targeted at the 30 to 40 Year Old Segment

- Escape your busy life for a night! Enjoy a special evening out in a romantic, elegant and inspiring atmosphere.
- Enjoy a romantic Saturday night with candlelight dinner, roses and a passionate classical music concert.

- People can enjoy the finest music close to home and do not have to drive to L.A. to hear a great orchestra playing.

Campaign Theme(s)

The theme and key messages should encompass the program's entire scope and reflect the new image of the Phil. The slogans and advertising should incorporate the following attributes: Romance, passion, magic, and sensuality.

In order to truly incorporate the theme into every aspect of the programming the Philharmonic should also create a romantic ambiance in their concert hall and distribute roses to every female patron.

Slogans with Emotional Appeal

- Invoke your senses - the Phil
- Invoke your passion - the Phil

Slogans Referring to Quality and Convenience

- The Phil - Finest Music Close to Home

Advertising Approaches

- "Mark not making the grade? Doug not doing it for you anymore? How about giving Phil a chance? The Phil - the best date in Riverside"

- Romantic, inspiring, sensual. The perfect mate?
No. A night with Phil in Riverside.
- Romantic. Inspiring. Sensual. A Saturday night @
the Phil.
- Romantic. Passionate. Magical. A Saturday night
@ the Phil.
- See it. Hear it. Phil it.
- "Lost that loving feeling? Replace it with a
little Phil-ing"
- The Phil Experience @Riverside

CHAPTER SIX

PROPOSED ACTIVITIES

Chapter six is broken into two parts. The first part provides an overview and a brief description of all the proposed activities, while the second describes them in detail.

Programming Overview

The following proposed promotional activities are broken into the following communication and promotion parts, which are full of detailed actions to reach the objectives, such as: Communication Tactics, Customer Promotions, Special Events, Relationship Building and Other Services. All actions are described in detail in the second part.

Communication Tactics

Create flashier and up-beat information material targeted especially at the 20 to 30 segment.

Develop a poster and a post-card for every season concert.

Distribute of all the promotional material at community events, the summer run-out concerts, at local businesses and places where the younger crowd meets, on campus and through direct mailings.

Develop a banner for a special season highlight.

Create more publicity for concerts by

- Advertising in various media, such as radio, local cable channels, campus newspapers and magazines, alumni newsletters, UCR movie theaters, the Internet.
- Putting all promotions and events on the website and develop it into a marketing and PR tool to communicate with people.
- Developing partnerships with local businesses in Riverside, which put a link on their site to the Philharmonic's website.
- Utilizing free advertisement on campus, such as the free posting areas and sandwich boards.
- Develop a feature story to promote the new PR campaign and promotions for the season; develop a press release for each concert.

Develop a distinguished brand name, symbol and slogan in order to build brand equity.

Customer Promotions

Price discounts, such as "Bring a Friend Along as Our Guest!" or "Bring Two People Under 25 Along as Our Guest" or "Bring Your Girlfriend with You Tonight as Our Guest."

Promotions on the night of the concert at the ticket counter, such as: "Tonight you can upgrade to a full season pass for only e.g. \$15.00 more"

Cooperate with local businesses and create a "Concert Package", where concert visitors can get discounts for dinners, drinks, and beverages before and after the concert.

Create sweepstakes or contests for the patrons at a performance night and create publicity for them. Be aware! But don't beat it too hard.

Produce and sell promotional merchandise of high quality, which could also be tied in with an individual performance.

Special Events - Beside the Season Concerts

Cooperate with local artists, art galleries or winegrowers - have an exhibition of a young artist at the day of the performance or a wine tasting in the basement area. Call it the "Rathskeller."

Organize an "Open House" where either only females with their significant other or best girlfriend or families can come and learn more about the music, and people can get in touch with the musicians. (Could be tied in with the AIM program) Have something special and fun things going on for each target audience, like vendors of

cotton candy, kids get their faces painted, just to mention a few ideas.

Organize a "Music Contest" with local kids from school who play a musical instrument. Allow the winners to perform with the Phil.

Create a special theme concert. Lord of the Rings, Star Wars and Harry Potter were one of the best selling books, films and toys of last year. Organize e.g. a "Trekki" or "Star Wars Concert", a "Lord of the Rings Night" or a "Harry Potter Concert." Make it look authentic through decoration and inviting a movie star.

Relationship Building

Develop relationships with the Music Departments of schools and the UCR, CSUSB and other campuses. Invite teachers and their students to come to a concert, talk to music teachers and make coming to a concert an extra credit thing.

Develop relationships to the presidents of student clubs, fraternities and sororities on campus. - Make them come in groups by giving these opinion leaders free tickets or a special promotion.

Develop relationships to the UCR Alumni Association - place an ad or a feature story in the monthly e-newsletter.

Develop relationships to various churches and other community organizations in Riverside - people involved in a religious community or other association are more likely to come in groups; its a great opportunity to reach people of all ages.

Miscellaneous

Offer a babysitting service (for a small charge) at the concert nights.

Make sure that there is enough parking. If not, cooperate with a local business nearby that doesn't use its space at night.

Offer transportation to patrons. For example, busses could pick up college students from campus or elder patrons from their retirement communities.

Detailed Description of Proposed Activities

Communication Tactics

Create Flashier and Up-beat Information Material Targeted Especially at the 20 to 30 Segment. The existing season program flyer is beautiful and handy, though it appeals to the loyal patrons aged 50 and above rather than to people in their twenties. It is classical and elegant. To capture the attention of the younger crowd and to

create interest in the orchestra, all information material has to be flashier in appearance and color.

Our research showed that classical music concerts are perceived as more for old and rich people and as too long. The new information material must overcome these attitudes and portray an image of the Riverside Phil that is modern, dynamic, and up beat and breaks with the conventional image.

Develop a Poster and a Post-Card for Every Season Concert for Distribution in the Targeted Cities. Posters are a good tool to create awareness and interest for an up-coming concert at reasonable costs. The posters as well as post-cards need to portray the new modern and up-beat image of the Riverside Phil. To create maximum attention they need to be large in size and intense in color. To avoid the wear-out effect for each concert the posters would need a slight variation in the theme and the artwork, but consistence with the new created image.

The concert posters need to be distributed to all businesses, stores, coffee shops, restaurants, at the UCR campus and high traffic places where our targeted audience meets in Riverside as well as the neighboring cities of Corona and Temecula.

A good time for putting up the posters is two to three weeks before each concert, so an idea exposure can be reached. Putting posters up too early could generate an overexposure and result in a wear-out effect, when people stop paying attention. The post cards should be mailed about four weeks in advance to the target audience, so people can plan ahead and make time to go to the concert. Spaced repetition, mailing out posters two times, one time four weeks and another time two weeks before the concert is a good way to break through the clutter of information and media messages.

Distribution of Promotional Material. The new program flyers, post cards and all other promotional material should be distributed at all summer concerts and other events in which the Phil is participating, and as suggested prior to all businesses and high traffic places, where the younger audience meets.

In addition, a direct mailing using the house mailing list and buying an additional mailing list with the demographics of our target audiences in the targeted geographical areas would be strongly recommended. The goal of a direct mailing is not only to create awareness, but also to generate an action, namely coming to a season concert, which would support our objective of increasing

the attendance. Mailing lists can be rented through list brokers on a per-thousand-name basis with the charge varying on the desirability of the list. Prices usually range between 12 and 15 cents per name (Batra, 1996).

During my internship I researched state and national mailing lists companies, called them and enquired about their prices and conditions. Recommendations which mailing list to choose have been made to management.

Develop a Banner for a Special Season Highlight. A banner with a catchy theme would be a good additional tool to raise awareness for an up-coming concert such as before Christmas. It should be put up at a high traffic location, such as at the Tyler Mall, on Mission Inn Ave or on University Ave in the vicinity to the auditorium. Timing is an important factor here, as the four locations in Riverside, where banners can be put up, are booked out several months in advance.

Create More Publicity for Concerts Through the Following Measures. Advertising in Multiple Media. A good media plan integrates the many different media used. Based on the research of the current patrons and the potential customers a new media plan for targeting the different segments need to be created. It clearly showed that most people get their entertainment information from various

sources, such as the Internet, radio, TV, newspapers, magazines and from friends and older people differ from the young significantly. In general broadcasting (radio and TV) reach more people than any other medium and should not be automatically discounted because of costs. Spot Television, for example, could be the initial medium to create awareness and interest, while a follow up radio campaign using the TV soundtrack could serve as a low-cost, high frequency reminder campaign. On the other hand, advertising in local magazines and radio stations, as well as direct mail are excellent in reaching the narrow defined target segments living in Riverside, Temecula and Corona (Batra, 1996). The Riverside Phil, as a non-for profit organization, could be able to get a special price for a radio and TV spot. The spots should run not only on classical radio stations, but also on stations, which are popular among our target segment, such as KGGI, KFROG, KISS just to mention some.

Alternative advertisements like on billboards along freeways, on mall panels, on buses or on bus shelters could be used for short messages and reminder ads. They cannot communicate much of the information in the few seconds they are viewed and therefore need to be very

short (Batra, 1996). On the other hand they have a longer "life" than an ad in a daily newspapers or a radio spot.

Reaching College Students. According to Solomon (2002) college students are hard to reach via conventional media. They watch less television than other people, and when they do watch, they are more likely to watch the programs after midnight. They also do not read newspapers as much. The best way to reach students is on their campus and through campus media, such as college newspapers, which are read by about 90 percent of the students.

For our PR campaign ads with special promotions in "The Highlander", the UCR college newspaper, or in the "Coyote Chronicle", at CSUSB would provide easy access to reach the segment of 20 to 30 year olds at low costs. The UCR has its own radio station called KCUR, which has its own broadcasting building on University Avenue. For the broadcasting advertisements the Riverside Phil it is recommended to develop an own script for a radio spot.

The combination of an ad in the UCR campus newspaper with an ad in the movie theater close to the UCR would work well and create additional exposure and awareness.

In addition, campus wide posting areas as well as sandwich boards could be considered for placing posters or

ads. The feasibility of utilizing these boards by a non-campus department has to be investigated.

Combining Feature Stories and Press Releases. The new marketing focus together with all the promotions for the younger target segment would be an ideal topic for a feature story that is mailed to all print publications in the Inland Empire. Feature stories are ideally suited for this kind of soft news and will provide a welcome break from all the hard news about the financial situation of the Phil. In regard to content the feature story could include their campaign goals, the theme, the rush tickets, all the special promotions, the concert package and the cooperation with local businesses. Of course it depends on the news editor where he choose to place the story, but in the local or business section it might attract more readership.

The practice of distributing press releases with the season preview and program should be continued. The press release should be distributed to all media on their house media list and as well as to all campus newspapers. The best time to do so would be probably in September, before the season 2003/04 starts and when all promotions have been finalized. One has also take into account that

students are harder to reach in summer, as many of them are working and are not registered for classes.

Putting links at the websites of cooperation partners leading to the Phil-harmonic's Website
<http://www.thephilharmonic.org>

The development of partnerships with local businesses, sponsors and art associations, who would put a link at their website to the Philharmonic Website would be a very inexpensive way to lead more people to the Philharmonic's own web page. In return the Philharmonic could also refer to their sponsor and link back to these organizations. In order to keep people interested and revisiting the Philharmonic's Website, it needs to be updated regularly and offer some newsworthy information or special promotions, which, for example, people can only get online. In general the Philharmonic's Website could be used as an inexpensive and flexible communication tool.

Develop a Distinguished "Brand" Name, Symbol and Slogan. The topic to find a new name for the I.E.R.C. Philharmonic has already been discussed several times by the Board of Directors. In doing so, the following recommendations should be taken into account:

In order to develop brand image and in the long run brand equity, the organization should create a name that

is distinct from competitors and can be protected by a registered trademark. The word "The Phil" which was used on the new promotional material is rather a generic term. In how far it is protect able should be determined by a lawyer, before any new promotional material is produced. Non-Riverside residents might think of the established and well-known L.A. Philharmonic when reading/hearing/seeing the name "The Phil", which could be a great disadvantage in the brand and image building effort. According to Batra, a trademark should contain the following desirable characteristics: brief, easy to remember, easy readable and speakable, easily adapted to any medium, suitable for export, and subtle; has no unpleasant connotations; lends itself to pictorialization (1996).

The creation of a brand symbol and a slogan is also worth considering, such as the Sprite slogan "Obey your Thirst." Both are used to position a company in the mind of the customers. A slogan can either be a permanent one, or be adapted to a seasonal theme that is also used in ads and in public relations. Positioning with respect to a competitor, such as the L.A. Philharmonic would be a good strategy.

Examples for a new (permanent) slogan:

"The Riverside Philharmonic - Finest Music Close to Home"

"The Riverside Phil - The No. 1 Orchestra in Town"

Customer Promotions

Cooperate with Local Businesses and Create a "Concert Package." Our research showed that people like to enjoy a special night out with dinner before the concert and/or a drink and dancing afterwards. For people who work full-time, Saturday night is the only night they can stay up long. Let's make it a special night to remember.

To make classical music concerts more attractive for younger people the orchestra should create a "Concert Package" and promote entertainment possibilities before and after their concerts together with the concert program.

Hence, cooperation (e.g. in form of a sponsorship) with trendy restaurants, bars and coffee shops in vicinity to the Riverside Municipal Auditorium is necessary. A cross selling of services might be a good idea in order to increase the patronage for both places.

All cooperation partners and their discount coupons or other promotions need to be an integral part of the PR material (e.g. printed on the post-cards) that are mailed to the target audience for each concert. The cooperation

with City Cuisine right next to the Municipal Auditorium and offers pre-concert dinner menus should definitely be renewed.

Possible Cooperation Partners.

Restaurants and Dining Establishments

- City Cuisine*
- Café Sevilla*
- Old Spaghetti Factory
- Jags
- Mario's Place*
- Applebee's
- TJI Friday's

Specialty Coffee Stores

- Starbucks
- Coffee Depot*
- Back to the Grind*
- Jazz Supper Club*
- Toad in a Whole

We already started with the execution of this idea.

All of the business owners have been contacted in person or by phone in May and June 2003. The * indicated these businesses who signalized a strong interest in cooperating with the Phil in regard to the proposed

"Concert Package." Many owners asked for something in writing, especially the corporate offices of franchisees. Follow-up letters have been mailed out to each one of them, except for Jags whose owner is not interested in marketing.

Price Discounts. Price discounts are a way to increase short-term sales and to induce trial of a product or a service. A Promotion with the theme "Bring a Friend Along as Our Guest" or especially targeted at our female segment "Girls Night Out with Phil - Bring Your Best Girlfriend Along as Our Guest" would sound very inviting. In regard to the high quality of music provided, the Philharmonic should not try to sell too hard.

A good target for price promotions would also be the older and loyal patrons who are invited to bring their grandchildren, nieces and nephews to a concert. "Bring Two People under 25 Along as Our Guest."

Other price discounts at the ticket counter before the concert would be chance to take people by surprise and to motivate them to make a decision right a way. E.g. "Tonight you can get an upgrade to a full season pass for only \$15.00"

Sweepstakes. Sweepstakes are consumer promotions, where entrants submit their names for inclusion in a

drawing for prizes. They are used to stimulate sales (Pride, 2000). According to Batra (1996) sweepstakes offer the greatest potential to reinforce a brand's advertising platform. Thus the sweepstake should be part of the ad campaign and induce people to an action, such as coming to a performance of the Riverside Phil or to participate in a survey. A successful sweepstake with interesting prizes sponsored by local businesses can generate widespread interest and short-term sales. One important thing to remember is that they should be open to every patron attending the concert, so it will not lead to frustration and alienation of loyal patrons and supporters of the Riverside Philharmonic.

Consumer Contests. Consumer contests are promotions, where individuals compete for prizes based on analytical or creative skills. This method could be used to generate more concert attendance and frequency of exposure to promotional messages. Contestants are in general more involved in the contest than in sweepstakes, even though participation may be lower (Pride, 2000). A contest should be tied in with the Philharmonic and offer a range of prizes. A possible idea would be to ask contestants to write a poem/slogan what they like best about the Phil.

The winning poems/slogans could be used in promotional pieces.

Produce and Sell Promotional Merchandise. Promotional merchandise is not only a good way to create and maintain awareness for the Riverside Phil; it also provides a small of income when sold with a mark-up of 30 to 50 percent. The organization's logo, its slogan and/or the campaign theme could be printed on pens, highlighters, key chains, cups, post-it notes, refrigerator magnets, T-shirts, tank tops and on other promotional items. All items can be put on display and sold during concert days and the run-out events in summer.

The following "freebees" with the Riverside Phil logo and slogan could be distributed to patrons attending concerts or at other awareness raising events: stickers, balloons, pens, refrigerator magnets and post-it notes. People like something for free and if these things are used at home or in an office they are a constant reminder of the Orchestra. Season ticket holders could also be rewarded with a gift to maintain their loyalty.

Special Events

Cooperate with Local Artists, Art Galleries or Winegrowers. Fine art, fine music and fine wine go together. Create combined events and cooperate with local

artists, art galleries or winegrowers - have an exhibition of a young artist at the day of the performance or a wine tasting in the basement area. In the case of a wine tasting the basement area could be renamed as "The Rathskeller"

Organize an "Open House" or "Family Day." Invite families with their children to come to the Municipal Auditorium. Organize an "Open House" or "Family Day" where they can learn more about classical music and get in touch with the musicians. This event could be tied in with the "Adventures In Music Program", which is sponsored by the Phil. In addition to educational activities have fun and entertaining things going on, such as vendors of cotton candy, kids get their faces painted, and so on.

Organize a "Music Competition." The Inland Empire is a very competitive environment, where schools are competing against each other in many sportive and artistic areas. The organization of a "Riverside Philharmonic Concerto Competition" would draw many family members and younger people to the event. Everybody wants to be a star and on the stage sometimes. Allow the winners to perform with the Phil or part of the orchestra.

Create a "Special Theme Concert." Lord of the Rings, Star Wars and Harry Potter were one of the best selling

books, films and toys of last year. Organize, for example, a "Trekki" or "Star Wars Concert", a "Lord of the Rings Night" or a "Harry Potter Concert." Make it look authentic through decoration and inviting a movie star.

Relationship Building

Campus Music and Art Departments. Develop relationships to the Music Departments at the UCR, CSUSB and other campuses. Invite teachers and their students to come to a concert, talk to music teachers and make coming to a concert an extra credit thing. Give them a special price discount or other promotion.

The UCR Music department houses twelve different ensembles and orchestras, such as the Chamber Ensembles, the Chamber Orchestra, the Chamber Singers, the Choral Society, the Collegium Musicum, the Gamelan Ensemble, the Jazz Ensemble, the Orchestra, The Philippine Rondalla Ensemble, the Society for Ethnomusicology Southern California Chapter, the Taiko Ensemble and the Wind Ensemble.

A cooperation and common performance could draw a new audience to the Riverside Phil. Cooperation with Mr. Todd Wingate from the Riverside Performance who is very active in organizing events might work out to mutual benefit.

Get to Know Presidents of Student Clubs, Fraternities and Sororities. One of the only ways for students to become involved on campus and to get to know people is by joining a club, fraternity or sorority. Many of these organizations have weekly or monthly meetings and occasionally a guest speaker. A staff member of the Philharmonic speaking at these meetings is one way to advertise one on one.

Inviting either the presidents or the whole group to come to a concert (by giving these opinion leaders free tickets or a special promotion) would be a way to overcome negative attitudes and change their perceptions of a classical music concert. It could further stimulate priceless advertising through word of mouth, which has high credibility.

Alumni Associations on the Campus. Many students who graduated from college join these associations to keep in touch with their old Alma Mater. UCR Alumni Association publishes an electronic newsletter each month, which is mailed out to all their members. A placement of a feature article, an overview of the concert season 2003/04 or a paid advertisement in this Alumni newsletter would be an excellent way to reach our target segment.

Churches and Other Community Organizations. Develop relationships to leaders of various churches and other community organizations in Riverside. People involved in a religious community or other associations are more likely to come in groups, which would bring in greater revenues. On the other hand churches are places where you can reach people of all ages with the same marketing effort.

Miscellaneous

- Offer a babysitting service (for a small charge) at the concert nights.
- Make sure that there is enough parking. If not, cooperate with a local business nearby who doesn't use its space at night.
- Grow steadily a customer database. Use every promotional activity to get to a customer's address; group your customers according to age groups, so you can target them with a special promotional mix.

CHAPTER SEVEN

EVALUATION, RECOMMENDATIONS AND CONCLUSIONS

Evaluation of Events

Evaluation is the monitoring and final assessment of the stated objectives in a PR program. The evaluation process should be started during the execution of the program and done in stipulated intervals in order to make program adjustments as deemed appropriate (Hendrix, 2001).

In the following evaluation part we refer back to the objectives that were set in the beginning and show how the degree of the success can be measured.

First Objective

The first objective is aimed at increasing the awareness among the 20 to 40 year old segment. An increase in awareness is an internal state of mind that can best be measured through a new survey among the target audience asking if they have heard about the Philharmonic. Comparing the general level of awareness before and after the campaign will show if it was successful. Awareness does not necessarily mean that people will engage into a certain behavior, but a higher number of phone calls received and visits on the Philharmonics Website, and finally an increase in sold (season) tickets and in

attendance reflects an increased awareness and interest for the orchestra and their concerts.

Second Objective

The second objective is aimed at informing 20,000 persons in the target segment about the new season programming and promotions. This objective can be measured in two ways: First, as an output objective, one can keep record of the numbers of news releases sent to the media, the number of speeches given to the target audience, the number of season brochures distributed to the public and the number of meetings with the key public (Hendrix, 2000).

On the other hand the objective can be measured in regard to message exposure. Media exposure is measured in terms of reach and frequency. Reach refers to the number of people or households that will be exposed to an advertising schedule at least once over a specified period of time. On the other hand, frequency refers to the number of times someone sees an ad (Batra, 1996). All media can provide the Philharmonic with their reach and frequency data for the purpose of evaluation. Finally, the attendance figures at the concerts also provide an index of message exposure.

Last Objective

The last objective is aimed at motivating people to a behavior, namely to attend a Philharmonic concert. This behavioral objective can best be measured by counting the number of sold season or individual tickets.

Recommendations

This promotional campaign is a very comprehensive plan and working tool encompassing a variety of public relations, customer promotions and advertising ideas. Additionally only two more recommendations are made to round out the marketing mix.

General Recommendations

- If resources allow, conduct a brief (one page) marketing survey among the audience of the summer run-outs in regard to the new music programming for the 2004/05 season. As many young people from our target audience will be present in a relaxed atmosphere, the summer concerts provide a unique opportunity to survey at least 500 people of all age groups. People will be flattered when hearing that their opinion will be considered in the new programming. Cross tabulations in regard to age,

education and music preferences would give a detailed picture of who likes to hear what kind of music and help you in programming.

- In order to tailor mailings and promotions to the right segments, make sure that the new database can be sorted at least according to age, gender and ZIP codes.

List of Priorities

The following activities are considered as being of first priority when executing this program:

- Create a "Concert Package" with local businesses in June/July.
- Develop Flashier Promotion Material for Younger Target Segment in June/July.
- Identify businesses and places where promotional flyers and posters can go before printed.
- Develop the Philharmonic's Website into a more enhanced communication and PR tool for the target segment.
- Purchase a mailing list of our target segment and mail out flyers promoting the concerts and special discounts deals latest by end of July.
- Develop a media plan for advertisement.

- Develop a feature article about new customer focus and all the new promotions by the end of August and mail it to local print media outlets.
- Create revenues by selling advertisements for the Season Program and by attracting more sponsors over the summer.

Conclusions

This promotional campaign is a comprehensive "tool box", which can be used by the Philharmonic for seasons to come. It proposes a variety of actions and measures to increase the awareness, to stimulate interest and finally, to multiply the patronage for its concerts, especially among the younger target audience. Some of the proposed events, such as the wine tasting or the art exhibit, are also suited to attract older patrons. This would be in the interest in growing a customer base in two directions: First, growing a new customer base of well-educated 20 to 40 year olds, and second, fully penetrating the rich "grey" market.

Depending on the available resources in regard to finances and manpower only some of the proposed activities might be implemented for the new season. The priority list above has identified the most important ones that should

be executed this summer. As marketing and advertisement requires long-term commitment and might represent initial overhead costs to the organization, it is crucial though for growing a new customer base. On the other hand one might consider the many opportunities for sponsorships that will open up from filling the auditorium with an enthusiastic, music loving and well-educated audience.

APPENDIX A
MARKETING RESEARCH PROPOSAL

Marketing Research Proposal for the Inland Empire/ Riverside County Philharmonic

Prepared for
Ms Patricia Korzec
Executive Director of the
Inland Empire/ Riverside County Philharmonic

and

Professor Nabil Razzouk
California State University San Bernardino

Prepared by
Bettina Kriegler
Project Manager

**In Cooperation with the Research Group
“Philharmonic” in the class Mktg. 640**

Dave Pusciewicz
Randeem Diego
Wei-Wen Wu
Kazim Akalin
Cenk Eraslan
Sertac Teke
Sunny Tan

a. Introduction

The Inland Empire/Riverside County Philharmonic (I.E.R.C. Philharmonic) was founded in 1958 as a recreational orchestra of volunteer musicians. Today the 72-member professional orchestra along with international Maestro Patrick Flynn draws loyal audiences from all over the Southland to its Classical and Pop concerts each season.

Besides the performance of concerts, the non-for profit organization pursues another honourable philanthropic goal. The orchestra brings the experience of music to local children through Adventures In Music (AIM). Established in 1998, AIM increases local student's abilities to perceive and comprehend music, and to use those perceptions and ideas in the appreciation of all styles of music, including symphonic music by letting them experience concerts with a live orchestra. In total, nearly 60,000 school children per year in nearly 60 schools participate in this program absolutely free.

Unfortunately, last year the Philharmonic Orchestra faced the worst crisis in the organization's 45-year history. Revelation of a debt of \$300,000 lead to an executive shake up and the shutdown of the remainder 2002 subscription season. (The \$300,000 represents one third of the organization's \$900,000 annual budget.)

Under the leadership of their new President Virginia Blumenthal, a trusted and well-known Riverside attorney, and an open and honest communication policy with its publics, the Philharmonic recovered quickly from the crisis. The Riverside community donated \$70,000 for the Orchestra to and showed empathy for their situation. Until Jan. 2003 the organization has paid back already half of its debts. Last October a new season for 2002-03 could be opened with "Tchaikovsky Spectacular" in both of their concert houses in Riverside and Ontario.

Trust is being rekindled. According to Executive Director Patricia Korzec, subscriptions for season tickets have nearly matched last season's numbers. Additionally they have picked up a lot of new people. But ticket sales generate a small portion (about 30 percent) of the Philharmonic's income. The orchestra relies on the generosity of their patrons to maintain the high quality of their programs. The challenge is now to find sponsors and donors willing to support the organization.

Furthermore the Philharmonic needs to attract a younger audience between the ages of 20 to 40 to their concerts. This year management even lowered the ticket prices. They plan to introduce "rush tickets" for students for \$5 are

available shortly before the concert. But will this measure really draw younger people to classical concerts?

b. Statement of the Problem

The problem's symptoms can be described with permanent losses in the Orchestra's operation, concerts are not sold out and ticket sales are down. According to Executive Director Patricia Korzec the orchestra, like many others throughout the Inland Empire, wasn't able to attract a sufficient number of younger patrons between the ages of 20 to 40 to their concerts in the recent years. The majority of their patrons are aged 50+. As their customer base is growing older the Orchestra needs to attract a younger segment to their concerts in order to fill their auditorium in the next decades to come.

The purpose of this research is to find out what would get the younger generation to classical music concerts in order to be able to create more traffic and profits for the organization. The study will provide answers to the following management questions:

- How can the Riverside Philharmonic grow their customer base?
- How can the Orchestra attract college graduates living in the Inland Empire between the age of 20 and 40 to their concerts?
- What will motivate this segment to come to concerts?
- What kind of classical music would they like to listen to?
- Are changes in the design of the auditorium necessary?
- What should be the average price to attract this segment?
- What are the best promotion media for the target market?
- Would this customer segment be viable?

The results of this study will serve as basis for decision-making. If it shows that a sufficient number of young people would patronize the I.E.R.C. Philharmonic, the findings will be used to develop a marketing mix and public relations campaign in order to attract this segment.

c. Research Objectives

Based on the described managerial problems we conducted a secondary literature research in various electronic databases. The found newspaper and special magazines articles reflected very much the problems Ms. Korzec was facing. The paradox is however, record and CD sales for classical music indicate that younger people are still listening to classical music in their leisure time, but are hardly going to a symphony concert anymore. Based on theses findings the following research questions were defined:

6. What are the attitudes of college graduates between the age of 20 and 40 living in the Inland Empire towards classical music and classical music concerts?
7. What is the level of public awareness for the I.E.R.C. Philharmonic?
8. What are the current patronizing patterns for classical music among the 20 –40 segment?
9. What factors (music, price, days, time...) will motivate this group to go to a concert?
10. What advertising media should be used to best reach the target market?

d. Scope and Limitations

The study is limited to two to three weeks of information gathering in the winter quarter of 2003. Despite the small research budget available, the proposed research method will provide reliable results, which draw an accurate picture of the target segment.

e. Sampling Plans

The whole population for this survey can be defined as "All residents of the Riverside and San Bernardino County."

Out of this population we will target the segment of "college graduates with at least a Bachelor's degree between the ages of 20 and 40 living in Riverside and San Bernardino County." This segmentation method will reduce our population drastically, as approximately only 10 percent of the residents in San Bernardino and Riverside are holding a college degree.

f. Methods and Procedures

Taking into account our limited time and financial budget we consider personal interviews as being the most suited quantitative research method. Every 3rd person going into a mall will be randomly chosen and screened out accordingly to our target population's criteria.

The interviews will take place in the 3rd and 4th week of February at shopping malls throughout the Riverside and San Bernardino County, such as the Tyler Mall in Riverside, the Ontario Mills and the Inland Center Mall in San Bernardino as well as in front of big retail establishments and other high traffic areas where we will encounter our target population. Our sampling unit will be

a household, which means that we will interview only one person in a family or a household.

The Sample Size for this survey is estimated with 285 respondents. This number will provide a confidence level of 95 percent and an accuracy of ± 5 percent.

After the 10 days, if we see that we are having difficulties in reaching our sample size of 285 respondents we consider adjusting the process to a convenience sample. We then will interview graduate students attending classes at UC Riverside and Cal State San Bernardino and people living in the vicinity of the UC campus in Riverside.

g. Costs and Timeline

The costs for conducting this survey can be broken down into "out of pocket" and personal costs.

1. Out of Pocket Costs

The out of pocket costs for conducting a mall intercept survey are relatively low and consist of:

- a) Printing and copying costs for 300 questionnaires are about \$30.00.
- b) The mileage costs for seven interviewers for driving to different shopping malls can be estimated with \$70.00. The rough estimate for the total out of pocket costs is \$100.00.

2. Personal Costs

The next page shows a break down of the estimated man-hours necessary to carry out the proposed research. We calculated with \$70.00 as average hourly wage rate of a professional researcher carrying out the project.

Our research group is working for free, but in figures we will invest approximately 200 man-hours into the marketing research. We estimate the monetary value of our work with \$14,000.

Table with timeline and cost calculation

Timeline and Cost Calculation of the Survey

Week	Date	Activity	Manhours	Costs
1	Jan 6 - 9	Group Meetings		*
2	Jan 13 - 16	Selection of Proposal		*
3	Jan 17- 22	Talk to Client + Formulate Proposal		*
	Jan 23 - 24	Research of Secondary Data and Demographics of Riverside and S.B.County	8	560.00
4	Jan 25 - 31	Development of the Questionnaire	12	840.00
5	Jan 31 - Feb 4	Development of the Questionnaire	12	840.00
	Feb 5 - 9	Development of the Questionnaire/ Discussion of sampling methods	12	840.00
6	Feb 10 - 16	Pretest questionnaire in class & improve questionnaire	8	560.00
		Finalize Questionnaire and sampling method	6	420.00
7	Feb 17 - 19	Finalize questionnaire and sampling method and discuss both with Client	5	350.00
	Feb 20 -23	Put Questionnaire into SPSS & start with data collection	20	1400.00
8	Feb 24 - 28	Data collection & input	25	1750.00
	March 1 - 4	Data collection, input & computer runs	28	1960.00
9	March 4	Data collection, input & computer runs	28	1960.00
	March 5 - 9	Computer runs, analyzation of data & project write up	28	1960.00
10	March 10, 13	Preparation of presentation slides & final project presentation	8	560.00
Total			200	14000.00

Average hrl. wage for professional research consultant = 70.00

* no costs are calculated for the development of the proposal

References

Burns, Alvin, Bush Ronald (2003). "Marketing Research— Online Research Applications" New Jersey

Inland Empire/Riverside County Philharmonic (2003). Retrieved Jan. 18, 2003 from <http://www.thephilharmonic.org>

Muckenfuss, Mark. "Philharmonic comeback begins Friday: Changes: The president sees community support following the tumultuous times of last spring" The Press Enterprise, Oct 6, 2002

APPENDIX B
PUBLIC OPINION SURVEY

Public Opinion Survey

We are students from California State University San Bernardino, doing the survey on people's attitudes towards music and concerts. It is quick and easy and takes only a few minutes of your time. Thank you for participating in this survey!

Questions

1. In which county do you live ?

_____ Riverside _____ San Bernardino

_____ Other (please specify) _____

In which city do you live?

_____ Zip Code: _____

2. Did you graduate from a 2 or 4 year college?

_____ Yes _____ No

[If not] Thank you for your time!

3. Are you between the age of 20 and 40?

_____ Yes _____ No

[If not] Thank you for your time!

[If yes, you can go ahead and fill out the questionnaire!]

For internal purposes only:

Interviewer: _____

Date and Time: _____

City: _____

Location: _____

Public Opinion Survey on Music and Concerts

Please put a checkmark in the space that best corresponds with your answer!

1. Which of the following types of music do you or your household listen to most?
(Check one only).

<input type="checkbox"/> Christian or gospel	<input type="checkbox"/> Classical	<input type="checkbox"/> Country
<input type="checkbox"/> R&B	<input type="checkbox"/> Jazz	<input type="checkbox"/> Pop
<input type="checkbox"/> Hip Hop	<input type="checkbox"/> Blues	<input type="checkbox"/> Rock
<input type="checkbox"/> Techno	<input type="checkbox"/> Other, please indicate _____	

2. How often do you or your household listen to classical music?

<input type="checkbox"/> Every day	<input type="checkbox"/> Every week	<input type="checkbox"/> Several times a month
<input type="checkbox"/> Several times a year	<input type="checkbox"/> Never	

3. Have you attended a classical music concert in the past 5 years?

<input type="checkbox"/> Yes	<input type="checkbox"/> No (If not, please skip to Question 6)
------------------------------	-----------------------------------------------------------------

4. Approximately how many times a year do you attend a classical music concert?

<input type="checkbox"/> 1-2 times	<input type="checkbox"/> 3-5 times
<input type="checkbox"/> over 6 times	<input type="checkbox"/> Never

5. When did you last attend a classical music concert?

<input type="checkbox"/> This month	<input type="checkbox"/> 1-3 months ago	<input type="checkbox"/> 4-6 months ago
<input type="checkbox"/> 7-11 months ago	<input type="checkbox"/> 1-5 years ago	<input type="checkbox"/> Never

6. When talking about Symphony Orchestras, which Orchestras come to your mind?
(Please list the first three that come to mind.)

7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?

<input type="checkbox"/> Yes	<input type="checkbox"/> No (If not, please skip to question 10)
------------------------------	------------------------------------------------------------------

8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?

<input type="checkbox"/> Yes	<input type="checkbox"/> No, Why not? _____
_____ (Please skip to Question 10)	

9. Approximately how many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?

<input type="checkbox"/> 0 concerts	<input type="checkbox"/> 1-3 concerts	<input type="checkbox"/> 4-6 concerts
<input type="checkbox"/> 7-10 concerts	<input type="checkbox"/> over 10 concerts	<input type="checkbox"/> Not certain

10. Which, if any other symphony/orchestras have you attended in the past 3 years?
Please list the first 3 orchestras you have patronized.

11. Listed below is a set of adjectives. Please rate classical music concerts on each set of these adjectives by putting a checkmark in the space that best corresponds with your response.

Boring	_____	_____	_____	_____	_____	Interesting
Inspiring	_____	_____	_____	_____	_____	Uninspiring
Short	_____	_____	_____	_____	_____	Long
Serious	_____	_____	_____	_____	_____	Carefree
Expensive	_____	_____	_____	_____	_____	Cheap
Convenient	_____	_____	_____	_____	_____	Inconvenient
Something special	_____	_____	_____	_____	_____	Something ordinary
For rich	_____	_____	_____	_____	_____	For poor
For young	_____	_____	_____	_____	_____	For old
For me	_____	_____	_____	_____	_____	Not for me

12. Who is the most likely to influence your decision to attend an Orchestra/Symphony concert? (Please check one only.)

☐ Spouse
 ☐ Children
 ☐ Significant other
☐ Friends
 ☐ Others (please indicate) _____
 ☐ No one.

13. Please read each statement below and indicate by circling the capital letter that best corresponds with your degree of agreement or disagreement, whereby SA stands for "Strongly Agree", A stands for "Agree", N stands for "Neutral", D stands for "Disagree" and SD stands for "Strongly Disagree."

<i>Statement</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Classical music is cool	SA	A	N	D	SD
Classical music is only something for "nerds"	SA	A	N	D	SD
I would attend a classical music concert, if they would play...					
... a light opera.....	SA	A	N	D	SD
... a crossover between pop and classic.....	SA	A	N	D	SD
... a crossover between rock and classic.....	SA	A	N	D	SD
... best of musicals.....	SA	A	N	D	SD
... film music (e.g. Melodies from Star wars or Space Odyssey 2001.....	SA	A	N	D	SD
... singer + orchestra.....	SA	A	N	D	SD
... piano + orchestra.....	SA	A	N	D	SD
I plan to attend a classical music concert this year.....	SA	A	N	D	SD

14. Following are some factors that might influence some people's decision to attend a classical music concert. How important to you is each of these factors, whereby 1 is very important to 5 being not at all important.

	<i>Very Important</i>			<i>Not at all Important</i>	
Performer/ music selection	1	2	3	4	5
Pleasant atmosphere	1	2	3	4	5
Seating close to stage	1	2	3	4	5
Availability of visuals/ video screens	1	2	3	4	5
Length of performance	1	2	3	4	5
Dinner theaters	1	2	3	4	5
Availability of concessions stands for food and beverages	1	2	3	4	5
Intermissions	1	2	3	4	5
Casual dressing	1	2	3	4	5
Formal dressing	1	2	3	4	5
Convenient times of the performance	1	2	3	4	5
Location/ close to home	1	2	3	4	5
Easy access from freeways	1	2	3	4	5
Available parking	1	2	3	4	5
Convenient reservation system	1	2	3	4	5
Ability to change tickets	1	2	3	4	5
Price of the tickets	1	2	3	4	5
Friends go there	1	2	3	4	5

15. Approximately, what do you consider a fair price for a classical music concert?
\$ _____

16. Which days do you prefer to attend a classical music concert?
 _____ Weekdays _____ Weekend
 If yes to weekend, what days/nights would you prefer most? (Please check one only.)
 _____ Friday _____ Saturday _____ Sunday

17. Approximately how much is your household's budget for concerts or live music each month? \$ _____

18. Where do you usually get most of your information about entertainment activities? (Please specify.)

_____ TV	If TV, channels watched most? _____
_____ Radio	If radio, stations listened most? _____
_____ Magazines	If magazines, most often read magazines? _____
_____ Newspaper	If newspapers, most often read newspapers? _____
_____ Internet	If Internet, most often visited websites? _____
_____ Other Media	Please specify _____
_____ Friends	_____ Family _____ Others _____

19. What do you like most about classical music or classical music concerts?

20. What do you like least about classical music or classical music concerts?

21. The Inland Empire/Riverside County Philharmonic Orchestra is interested in any comments from you to improve their service. Please share any such information with us.

We are already at the end of the questionnaire, just a few more questions about you.

22. Which category best describes your age?
 _____ Under 20 _____ 20-24 _____ 25-35
 _____ 35-44 _____ Over 44
23. Which category best describes your current marital status?
 _____ Single _____ Married _____ Divorced
 _____ Other (please specify) _____
24. Which category best describes your ethnical background?
 _____ White/Caucasian _____ Black _____ Hispanic
 _____ Asian _____ Pacific Islander _____ Native American
 _____ Multi Racial _____ Other
25. Which category best describes your total household income for 2002?
 _____ \$ 0 - 9,900 _____ \$50,000 - 59,999 _____ Above \$100,000
 _____ \$10,000 - 19,999 _____ \$60,000 - 69,999 _____ Don't know
 _____ \$20,000 - 29,999 _____ \$70,000 - 69,999 _____ Prefer not to answer
 _____ \$30,000 - 39,999 _____ \$80,000 - 89,999
 _____ \$40,000 - 49,999 _____ \$90,000 - 99,999
26. Which category best describes your highest education achieved?
 _____ High School Graduate _____ Some College
 _____ Bachelor's Degree _____ Graduate Degree
27. What is your gender?
 _____ Male _____ Female

Thank you for your participation!

APPENDIX C
FREQUENCY TABLE

Frequencies

Statistics

	N Valid	Missing
P1. In which county do you live?	157	0
P2. What city do your live in ?	157	0
P4. Did you graduate from a 2 or 4 year college?	157	0
P5. Are you between the ages of 20 and 40?	157	0
P6. Name of Interviewer.	157	0
P7. Date interviewed.	157	0
P8. City where survey was taken.	157	0
P9. Location of Interview.	157	0
1. Which of the following types of music do you or your household listen to most?	157	0
2. How often do you or your household listen to classical music?	157	0
3. Have you attended a classical music concert in the past 5 years?	157	0
4. Approximately how many times a year do you attend a classical music concert?	157	0
5. When did you last attend a classical music concert?	157	0
7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?	157	0
8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?	157	0
8c. If answered No, Why Not?	157	0
9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?	157	0
11a. Rate the classical music concerts on the following adjectives.(Boring / Interesting)	157	0
11b. Rate the classical music concerts on the following adjectives.(Inspiring / Uninspiring)	157	0
11c. Rate the classical music concerts on the following adjectives.(Short / Long)	157	0
11d. Rate the classical music concerts on the following adjectives.(Serious / Carefree)	157	0
11e. Rate the classical music concerts on the following adjectives.(Expensive /Cheap)	157	0
11f. Rate the classical music concerts on the following adjectives.(Convenient / Inconvenient)	157	0
11g. Rate the classical music concerts on the following adjectives. (Special/Ordinary)	157	0
11h. Rate the classical music concerts on the following adjectives.(Rich / Poor)	157	0
11i. Rate the classical music concerts on the following adjectives.(Young / Old)	157	0

	N Valid	Missing
11j. Rate the classical music concerts on the following adjectives.(For me / Not for me)	157	0
12. Who is the most likely to influence your decision to attend an Orchestra / Symphony concert?	157	0
13a. Circle letter best describing the following statement;--"Classical music is cool."	157	0
13b. Circle letter best describing the following statement;--"Classical music is only something for nerds."	157	0
13c. I would attend if they played--"A light opera"	157	0
13d. I would attend if they played--"A crossover between pop and classic."	157	0
13e. I would attend if they played--"A crossover between rock and classic."	157	0
13f. I would attend if they played "Best of musicals."	157	0
13g. I would attend if they played--"film music."	157	0
13h. I would attend if they played--"With a singer and orchestra."	157	0
13i. I would attend if they played--"a piano and orchestra."	157	0
13j. I plan to attend a classical music concert this year.	157	0
14a. How important is the following factor to you, when attending a classical music concert? (Performer / music selection)	157	0
14b. How important is the following factor to you, when attending a classical music concert? (Pleasant atmosphere)	157	0
14c. How important is the following factor to you, when attending a classical music concert? (Seating close to stage)	157	0
14d. How important is the following factor to you, when attending a classical music concert? (Availability of visuals/video screens)	157	0
14e. How important is the following factor to you, when attending a classical music concert? (Length of performance)	157	0
14f. How important is the following factor to you, when attending a classical music concert? (Dinner theaters)	157	0
14g. How important is the following factor to you, when attending a classical music concert? (Availability of concession stand for food and beverages)	157	0
14h. How important is the following factor to you, when attending a classical music concert? (Intermissions)	157	0
14i. How important is the following factor to you, when attending a classical music concert? (Casual dressing)	157	0
14j. How important is the following factor to you, when attending a classical music concert? (Formal dressing)	157	0
14k. How important is the following factor to you, when attending a classical music concert? (Convenient times of performance)	157	0
14l. How important is the following factor to you, when attending a classical music concert? (Location/close to home)	157	0
14m. How important is the following factor to you, when attending a classical music concert? (Easy access from freeways)	157	0
14n. How important is the following factor to you, when attending a classical music concert? (Available parking)	157	0
14o. How important is the following factor to you, when attending a classical music concert? (Convenient reservation system)	157	0

	N Valid	Missing
14p. How important is the following factor to you, when attending a classical music concert? (Ability to change tickets)	157	0
14q. How important is the following factor to you, when attending a classical music concert? (Price of the tickets)	157	0
14r. How important is the following factor to you, when attending a classical music concert? (Friends go there)	157	0
15. What would you consider a fair price for a classical music concert?	157	0
16a. Which days of the week do you prefer to attend a classical music concert?	157	0
16b. What weekend day/night do you prefer most?	157	0
17. What is your household's budget for concerts or live music each month?	157	0
18a. What media do you get your entertainment information from? (TV)	157	0
18b. What media do you get your entertainment information from? (Radio)	157	0
18c. What media do you get your entertainment information from? (Magazines)	157	0
18d. What media do you get your entertainment information from? (Newspapers)	157	0
18e. What media do you get your entertainment information from? (Internet)	157	0
18f. What media do you get your entertainment information from? (Other media)	157	0
18g. What media do you get your entertainment information from?	157	0
19. What do you like most about classical music or classical music concerts?	157	0
20. What do you like least about classical music or classical music concerts?	157	0
21. Any information for improvement you want to share?	157	0
22. Which category best describes your age?	157	0
23. What category best describes your marital status?	157	0
24. Which category best describes your ethnical background?	157	0
25. Which category best describes your total household income?	157	0
26. Which category best describes your highest education level achieved?	157	0
27. What is your gender?	157	0

Frequency Table

P1. In which county do you live?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	2	1,3	1,3	1,3
Riverside County	55	35,0	35,0	36,3
San Bernardino County	86	54,8	54,8	91,1
Los Angeles County	13	8,3	8,3	99,4
Orange County	1	,6	,6	100,0
Total	157	100,0	100,0	

P2. What city do you live in ?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
No Response	23	14,6	14,6	14,6
Arcadia	1	,6	,6	15,3
Alta Loma	2	1,3	1,3	16,6
Artesia	3	1,9	1,9	18,5
Apple Valley	2	1,3	1,3	19,7
Barstow	2	1,3	1,3	21,0
Bloomington	1	,6	,6	21,7
Boyle heights	1	,6	,6	22,3
Big Bear City	1	,6	,6	22,9
Colton	3	1,9	1,9	24,8
Corona	2	1,3	1,3	26,1
Edwards	1	,6	,6	26,8
Ediwanada	1	,6	,6	27,4
Fontana	6	3,8	3,8	31,2
Highland	1	,6	,6	31,8
Hesperia	1	,6	,6	32,5
Hemet	1	,6	,6	33,1
Idylwild	1	,6	,6	33,8
Indio	1	,6	,6	34,4
Los Angeles	3	1,9	1,9	36,3
Loma Linda	5	3,2	3,2	39,5
Mission Viejo	1	,6	,6	40,1
Monterey Park	1	,6	,6	40,8
Moreno Valley	5	3,2	3,2	43,9
Norco	2	1,3	1,3	45,2
Ontario	6	3,8	3,8	49,0
Palm Springs	1	,6	,6	49,7
Pomona	1	,6	,6	50,3
Perris	2	1,3	1,3	51,6
Riverside	24	15,3	15,3	66,9
Redlands	3	1,9	1,9	68,8
Rancho Cucamonga	3	1,9	1,9	70,7
Rialto	3	1,9	1,9	72,6
San Bernardino	28	17,8	17,8	90,4
San Gabriel	1	,6	,6	91,1
Temecula	1	,6	,6	91,7
Temple	1	,6	,6	92,4
Upland	5	3,2	3,2	95,5
West Covina	3	1,9	1,9	97,5
West Hollywood	1	,6	,6	98,1
Yucca Valley	1	,6	,6	98,7
Yucaipa	1	,6	,6	99,4
Grand Terrace	1	,6	,6	100,0
Total	157	100,0	100,0	

P4. Did you graduate from a 2 or 4 year college?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	1	,6	,6	,6
	Yes	149	94,9	94,9	95,5
	No	7	4,5	4,5	100,0
	Total	157	100,0	100,0	

P5. Are you between the ages of 20 and 40?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	155	98,7	98,7	98,7
	No	2	1,3	1,3	100,0
	Total	157	100,0	100,0	

P6. Name of Interviewer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	1	,6	,6	,6
	Bettina	7	4,5	4,5	5,1
	David Puszczewicz	11	7,0	7,0	12,1
	Randeen Diego	14	8,9	8,9	21,0
	Wen-Wen Wu	26	16,6	16,6	37,6
	Kazim Akalin	16	10,2	10,2	47,8
	Sertac Teke	11	7,0	7,0	54,8
	Sunny Tan	61	38,9	38,9	93,6
	Mustafa Cenk Erarslan	10	6,4	6,4	100,0
	Total	157	100,0	100,0	

P7. Date interveiwed.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	4	2,5	2,5	2,5
	2/20/03	6	3,8	3,8	6,4
	2/21/03	7	4,5	4,5	10,8
	2/22/03	1	,6	,6	11,5
	2/23/03	24	15,3	15,3	26,8
	2/24/03	42	26,8	26,8	53,5
	2/25/03	20	12,7	12,7	66,2
	2/26/03	20	12,7	12,7	79,0
	2/27/03	10	6,4	6,4	85,4
	2/28/03	7	4,5	4,5	89,8
	3/1/03	8	5,1	5,1	94,9
	3/2/03	3	1,9	1,9	96,8
	3/3/03	4	2,5	2,5	99,4
	26	1	,6	,6	100,0
	Total	157	100,0	100,0	

P8. City where survey was taken.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	1	,6	,6	,6
	San Bernardino	55	35,0	35,0	35,7
	Ontario	52	33,1	33,1	68,8
	Riverside	44	28,0	28,0	96,8
	Fontana	5	3,2	3,2	100,0
	Total	157	100,0	100,0	

P9. Location of Interview.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	7	4,5	4,5	4,5
	Ontario Mills Mall	45	28,7	28,7	33,1
	CSUSB Campus	57	36,3	36,3	69,4
	Starbucks (Rancho Cucamonga)	4	2,5	2,5	72,0
	UCR & Extention	7	4,5	4,5	76,4
	Starbucks Riverside	13	8,3	8,3	84,7
	Canyon Crest Shopping Center	4	2,5	2,5	87,3
	Citrus Park	6	3,8	3,8	91,1
	American Express	2	1,3	1,3	92,4
	Tyler Mall	12	7,6	7,6	100,0
	Total	157	100,0	100,0	

1. Which of the following types of music do you or your household listen to most?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	38	24,2	24,2	24,2
	Christian or gospel	13	8,3	8,3	32,5
	R & B	12	7,6	7,6	40,1
	Hip Hop	11	7,0	7,0	47,1
	Techno	3	1,9	1,9	49,0
	Classical	14	8,9	8,9	58,0
	Jazz	4	2,5	2,5	60,5
	Blues	4	2,5	2,5	63,1
	Country	5	3,2	3,2	66,2
	Pop	15	9,6	9,6	75,8
	Rock	27	17,2	17,2	93,0
	Chistian	11	7,0	7,0	100,0
	Total	157	100,0	100,0	

2. How often do you or your household listen to classical music?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	1	,6	,6	,6
Every day	26	16,6	16,6	17,2
Every week	22	14,0	14,0	31,2
Several times a month	26	16,6	16,6	47,8
Several times a year	46	29,3	29,3	77,1
Never	36	22,9	22,9	100,0
Total	157	100,0	100,0	

3. Have you attended a classical music concert in the past 5 years?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	66	42,0	42,0	42,0
No	91	58,0	58,0	100,0
Total	157	100,0	100,0	

4. Approximately how many times a year do you attend a classical music concert?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	56	35,7	35,7	35,7
1 - 2 times	53	33,8	33,8	69,4
3 - 5 times	10	6,4	6,4	75,8
over 6 times	2	1,3	1,3	77,1
Never	36	22,9	22,9	100,0
Total	157	100,0	100,0	

5. When did you last attend a classical music concert?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	54	34,4	34,4	34,4
This month	4	2,5	2,5	36,9
1 - 3 months ago	9	5,7	5,7	42,7
4 - 6 months ago	12	7,6	7,6	50,3
7 - 11 months ago	24	15,3	15,3	65,6
1 - 5 years ago]	28	17,8	17,8	83,4
Never	26	16,6	16,6	100,0
Total	157	100,0	100,0	

7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	7	4,5	4,5	4,5
Yes	43	27,4	27,4	31,8
No	107	68,2	68,2	100,0
Total	157	100,0	100,0	

8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	59	37,6	37,6	37,6
Yes	16	10,2	10,2	47,8
No	82	52,2	52,2	100,0
Total	157	100,0	100,0	

8c. If answered No, Why Not?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	112	71,3	71,3	71,3
No Time	8	5,1	5,1	76,4
Too expensive	2	1,3	1,3	77,7
Never Heard of it.	22	14,0	14,0	91,7
Not interested	9	5,7	5,7	97,5
No Advertising	2	1,3	1,3	98,7
Live to far away	2	1,3	1,3	100,0
Total	157	100,0	100,0	

9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	85	54,1	54,1	54,1
	0 concerts	57	36,3	36,3	90,4
	1 - 3 concerts	13	8,3	8,3	98,7
	Not certain	2	1,3	1,3	100,0
	Total	157	100,0	100,0	

**11a. Rate the classical music concerts on the following adjectives.
(Boring / Interesting)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	19	12,1	12,1	12,1
	Very Boring	17	10,8	10,8	22,9
	Boring	14	8,9	8,9	31,8
	Neutral	28	17,8	17,8	49,7
	Interesting	39	24,8	24,8	74,5
	Very Interesting	40	25,5	25,5	100,0
	Total	157	100,0	100,0	

**11b. Rate the classical music concerts on the following adjectives.
(Inspiring / Uninspiring)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	17	10,8	10,8	10,8
	Very Inspiring	38	24,2	24,2	35,0
	Inspiring	37	23,6	23,6	58,6
	Neutral	42	26,8	26,8	85,4
	Uninspiring	17	10,8	10,8	96,2
	Very Uninspiring	6	3,8	3,8	100,0
	Total	157	100,0	100,0	

**11c. Rate the classical music concerts on the following adjectives.
(Short / Long)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	26	16,6	16,6	16,6
	Very Short	3	1,9	1,9	18,5
	Short	7	4,5	4,5	22,9
	Neutral	35	22,3	22,3	45,2
	Long	36	22,9	22,9	68,2
	Very Long	50	31,8	31,8	100,0
	Total	157	100,0	100,0	

**1d. Rate the classical music concerts on the following adjectives.
(Serious / Carefree)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	21	13,4	13,4	13,4
	Very Serious	34	21,7	21,7	35,0
	Serious	32	20,4	20,4	55,4
	Neutral	45	28,7	28,7	84,1
	Carefree	16	10,2	10,2	94,3
	Very Carefree	9	5,7	5,7	100,0
	Total	157	100,0	100,0	

**11e. Rate the classical music concerts on the following adjectives.
(Expensive /Cheap)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	29	18,5	18,5	18,5
	Very Expensive	25	15,9	15,9	34,4
	Expensive	42	26,8	26,8	61,1
	Neutral	41	26,1	26,1	87,3
	Cheap	17	10,8	10,8	98,1
	Very Cheap	3	1,9	1,9	100,0
	Total	157	100,0	100,0	

**11f. Rate the classical music concerts on the following adjectives.
(Convenient / Inconvenient)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	28	17,8	17,9	17,9
	Very Convenient	8	5,1	5,1	23,1
	Covenient	25	15,9	16,0	39,1
	Neutral	55	35,0	35,3	74,4
	Inconvenient	32	20,4	20,5	94,9
	Very Inconvenient	8	5,1	5,1	100,0
	Total	156	99,4	100,0	
Missing	System	1	,6		
Total		157	100,0		

11g. Rate the classical music concerts on the following adjectives.(Special / Ordinary)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	23	14,6	14,6	14,6
	Something Very Special	48	30,6	30,6	45,2
	Something Special	51	32,5	32,5	77,7
	Neutral	24	15,3	15,3	93,0
	Something Ordinary	9	5,7	5,7	98,7
	Something Very Ordinary	2	1,3	1,3	100,0
	Total	157	100,0	100,0	

11h. Rate the classical music concerts on the following adjectives.(Rich / Poor)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	28	17,8	17,8	17,8
	For Very Rich	19	12,1	12,1	29,9
	For Rich	45	28,7	28,7	58,6
	Neutral	57	36,3	36,3	94,9
	For Poor	8	5,1	5,1	100,0
	Total	157	100,0	100,0	

11i. Rate the classical music concerts on the following adjectives.(Young / Old)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	26	16,6	16,6	16,6
	For Very Young	5	3,2	3,2	19,7
	For Young	3	1,9	1,9	21,7
	Neutral	47	29,9	29,9	51,6
	For Old	57	36,3	36,3	87,9
	For Very Old	19	12,1	12,1	100,0
	Total	157	100,0	100,0	

11j. Rate the classical music concerts on the following adjectives.(For me / Not for me)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	18	11,5	11,5	11,5
	Certainly For Me	31	19,7	19,7	31,2
	Somewhat For Me	37	23,6	23,6	54,8
	Neutral	35	22,3	22,3	77,1
	Somewhat Not For Me	19	12,1	12,1	89,2
	Certainly Not For Me	17	10,8	10,8	100,0
	Total	157	100,0	100,0	

12. Who is the most likely to influence your decision to attend an Orchestra / Symphony concert?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	6	3,8	3,8	3,8
	Spouse	39	24,8	24,8	28,7
	Children	2	1,3	1,3	29,9
	Significant other	19	12,1	12,1	42,0
	Friends	46	29,3	29,3	71,3
	No one	36	22,9	22,9	94,3
	Sister	1	,6	,6	94,9
	Family	8	5,1	5,1	100,0
	Total	157	100,0	100,0	

3a. Circle letter best describing the following statement;--"Classical music is cool."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	3	1,9	1,9	1,9
	Strongly Agree	26	16,6	16,6	18,5
	Agree	62	39,5	39,5	58,0
	Neutral	54	34,4	34,4	92,4
	Disagree	9	5,7	5,7	98,1
	Strongly Disagree	3	1,9	1,9	100,0
	Total	157	100,0	100,0	

13b. Circle letter best describing the following statement;--"Classical music is only something for nerds."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	3	1,9	1,9	1,9
	Strongly Agree	3	1,9	1,9	3,8
	Agree	6	3,8	3,8	7,6
	Neutral	31	19,7	19,7	27,4
	Disagree	54	34,4	34,4	61,8
	Strongly Disagree	60	38,2	38,2	100,0
	Total	157	100,0	100,0	

13c. I would attend if they played--"A light opera"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	6	3,8	3,8	3,8
	Strongly Agree	20	12,7	12,7	16,6
	Agree	52	33,1	33,1	49,7
	Neutral	41	26,1	26,1	75,8
	Disagree	25	15,9	15,9	91,7
	Strongly Disagree	13	8,3	8,3	100,0
	Total	157	100,0	100,0	

13d. I would attend if they played--"A crossover between pop and classic."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	6	3,8	3,8	3,8
	Strongly Agree	29	18,5	18,5	22,3
	Agree	58	36,9	36,9	59,2
	Neutral	38	24,2	24,2	83,4
	Disagree	19	12,1	12,1	95,5
	Strongly Disagree	7	4,5	4,5	100,0
	Total	157	100,0	100,0	

13e. I would attend if they played--"A crossover between rock and classic."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	5	3,2	3,2	3,2
	Strongly Agree	28	17,8	17,8	21,0
	Agree	47	29,9	29,9	51,0
	Neutral	41	26,1	26,1	77,1
	Disagree	25	15,9	15,9	93,0
	Strongly Disagree	11	7,0	7,0	100,0
	Total	157	100,0	100,0	

13f. I would attend if they played "Best of musicals."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	7	4,5	4,5	4,5
	Strongly Agree	23	14,6	14,6	19,1
	Agree	51	32,5	32,5	51,6
	Neutral	47	29,9	29,9	81,5
	Disagree	19	12,1	12,1	93,6
	Strongly Disagree	10	6,4	6,4	100,0
	Total	157	100,0	100,0	

13g. I would attend if they played--"film music."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	8	5,1	5,1	5,1
	Strongly Agree	32	20,4	20,4	25,5
	Agree	50	31,8	31,8	57,3
	Neutral	43	27,4	27,4	84,7
	Disagree	18	11,5	11,5	96,2
	Strongly Disagree	6	3,8	3,8	100,0
	Total	157	100,0	100,0	

13h. I would attend if they played--"With a singer and orchestra."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	8	5,1	5,1	5,1
	Strongly Agree	21	13,4	13,4	18,5
	Agree	55	35,0	35,0	53,5
	Neutral	52	33,1	33,1	86,6
	Disagree	17	10,8	10,8	97,5
	Strongly Disagree	4	2,5	2,5	100,0
	Total	157	100,0	100,0	

13i. I would attend if they played--"a piano and orchestra."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	7	4,5	4,5	4,5
	Strongly Agree	34	21,7	21,7	26,1
	Agree	62	39,5	39,5	65,6
	Neutral	42	26,8	26,8	92,4
	Disagree	11	7,0	7,0	99,4
	Strongly Disagree	1	,6	,6	100,0
	Total	157	100,0	100,0	

13j. I plan to attend a classical music concert this year.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	5	3,2	3,2	3,2
Strongly Agree	21	13,4	13,4	16,6
Agree	36	22,9	22,9	39,5
Neutral	63	40,1	40,1	79,6
Disagree	17	10,8	10,8	90,4
Strongly Disagree	15	9,6	9,6	100,0
Total	157	100,0	100,0	

14a. How important is the following factor to you, when attending a classical music concert? (Performer / music selection)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	9	5,7	5,7	5,7
Very important	71	45,2	45,2	51,0
Important	48	30,6	30,6	81,5
Somewhat Important	21	13,4	13,4	94,9
Not to Important	7	4,5	4,5	99,4
Not at all important	1	,6	,6	100,0
Total	157	100,0	100,0	

14b. How important is the following factor to you, when attending a classical music concert? (Pleasant atmosphere)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	8	5,1	5,1	5,1
Very Important	60	38,2	38,2	43,3
Important	65	41,4	41,4	84,7
Somewhat Important	18	11,5	11,5	96,2
Not to Important	5	3,2	3,2	99,4
Not at all Important	1	,6	,6	100,0
Total	157	100,0	100,0	

14c. How important is the following factor to you, when attending a classical music concert? (Seating close to stage)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	9	5,7	5,7	5,7
Very Important	29	18,5	18,5	24,2
Important	45	28,7	28,7	52,9
Somewhat Important	50	31,8	31,8	84,7
Not to Important	19	12,1	12,1	96,8
Not at all Important	5	3,2	3,2	100,0
Total	157	100,0	100,0	

14d. How important is the following factor to you, when attending a classical music concert? (Availability of visuals/video screens)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	9	5,7	5,7	5,7
Very important	17	10,8	10,8	16,6
Important	40	25,5	25,5	42,0
Somewhat Important	51	32,5	32,5	74,5
Not to Important	28	17,8	17,8	92,4
Not at all Important	12	7,6	7,6	100,0
Total	157	100,0	100,0	

14e. How important is the following factor to you, when attending a classical music concert? (Length of performance)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	10	6,4	6,4	6,4
Very important	31	19,7	19,7	26,1
Important	60	38,2	38,2	64,3
Somewhat Important	40	25,5	25,5	89,8
Not to Important	10	6,4	6,4	96,2
Not at all Important	6	3,8	3,8	100,0
Total	157	100,0	100,0	

14f. How important is the following factor to you, when attending a classical music concert? (Dinner theaters)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	11	7,0	7,0	7,0
	Very important	14	8,9	8,9	15,9
	Important	28	17,8	17,8	33,8
	Somewhat Important	61	38,9	38,9	72,6
	Not to Important	30	19,1	19,1	91,7
	Not at all Important	13	8,3	8,3	100,0
	Total	157	100,0	100,0	

14g. How important is the following factor to you, when attending a classical music concert? (Availability of concession stand for food and beverages)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	10	6,4	6,4	6,4
	Very important	13	8,3	8,3	14,6
	Important	29	18,5	18,5	33,1
	Somewhat Important	55	35,0	35,0	68,2
	Not to Important	30	19,1	19,1	87,3
	Not at all Important	20	12,7	12,7	100,0
	Total	157	100,0	100,0	

14h. How important is the following factor to you, when attending a classical music concert? (Intermissions)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	11	7,0	7,0	7,0
	Very important	16	10,2	10,2	17,2
	Important	47	29,9	29,9	47,1
	Somewhat Important	64	40,8	40,8	87,9
	Not to Important	11	7,0	7,0	94,9
	Not at all Important	8	5,1	5,1	100,0
	Total	157	100,0	100,0	

14i. How important is the following factor to you, when attending a classical music concert? (Casual dressing)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	11	7,0	7,0	7,0
	Very important	12	7,6	7,6	14,6
	Important	40	25,5	25,5	40,1
	Somewhat Important	55	35,0	35,0	75,2
	Not to Important	24	15,3	15,3	90,4
	Not at all Important	15	9,6	9,6	100,0
	Total	157	100,0	100,0	

14j. How important is the following factor to you, when attending a classical music concert? (Formal dressing)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	10	6,4	6,4	6,4
	Very important	20	12,7	12,7	19,1
	Important	36	22,9	22,9	42,0
	Somewhat Important	51	32,5	32,5	74,5
	Not to Important	25	15,9	15,9	90,4
	Not at all Important	15	9,6	9,6	100,0
	Total	157	100,0	100,0	

14k. How important is the following factor to you, when attending a classical music concert? (Convenient times of performance)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	12	7,6	7,6	7,6
	Very important	35	22,3	22,3	29,9
	Important	73	46,5	46,5	76,4
	Somewhat Important	32	20,4	20,4	96,8
	Not to Important	3	1,9	1,9	98,7
	Not at all Important	2	1,3	1,3	100,0
	Total	157	100,0	100,0	

14l. How important is the following factor to you, when attending a classical music concert? (Location/close to home)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	10	6,4	6,4	6,4
	Very important	49	31,2	31,2	37,6
	Important	48	30,6	30,6	68,2
	Somewhat Important	33	21,0	21,0	89,2
	Not to Important	12	7,6	7,6	96,8
	Not at all Important	5	3,2	3,2	100,0
	Total	157	100,0	100,0	

14m. How important is the following factor to you, when attending a classical music concert? (Easy access from freeways)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	10	6,4	6,4	6,4
	Very important	36	22,9	22,9	29,3
	Important	44	28,0	28,0	57,3
	Somewhat Important	48	30,6	30,6	87,9
	Not to Important	12	7,6	7,6	95,5
	Not at all Important	7	4,5	4,5	100,0
	Total	157	100,0	100,0	

14n. How important is the following factor to you, when attending a classical music concert? (Available parking)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	9	5,7	5,7	5,7
	Very important	56	35,7	35,7	41,4
	Important	57	36,3	36,3	77,7
	Somewhat Important	27	17,2	17,2	94,9
	Not to Important	7	4,5	4,5	99,4
	Not at all Important	1	,6	,6	100,0
	Total	157	100,0	100,0	

14o. How important is the following factor to you, when attending a classical music concert? (Convenient reservation system)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	10	6,4	6,4	6,4
	Very important	46	29,3	29,3	35,7
	Important	56	35,7	35,7	71,3
	Somewhat Important	39	24,8	24,8	96,2
	Not to Important	2	1,3	1,3	97,5
	Not at all Important	4	2,5	2,5	100,0
	Total	157	100,0	100,0	

14p. How important is the following factor to you, when attending a classical music concert? (Ability to change tickets)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	10	6,4	6,4	6,4
	Very important	33	21,0	21,0	27,4
	Important	51	32,5	32,5	59,9
	Somewhat Important	45	28,7	28,7	88,5
	Not to Important	14	8,9	8,9	97,5
	Not at all Important	4	2,5	2,5	100,0
	Total	157	100,0	100,0	

14q. How important is the following factor to you, when attending a classical music concert? (Price of the tickets)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	10	6,4	6,4	6,4
	Very important	60	38,2	38,2	44,6
	Important	46	29,3	29,3	73,9
	Somewhat Important	24	15,3	15,3	89,2
	Not to Important	12	7,6	7,6	96,8
	Not at all Important	5	3,2	3,2	100,0
	Total	157	100,0	100,0	

14r. How important is the following factor to you, when attending a classical music concert? (Friends go there)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	9	5,7	5,7	5,7
	Very important	32	20,4	20,4	26,1
	Important	52	33,1	33,1	59,2
	Somewhat Important	37	23,6	23,6	82,8
	Not to Important	8	5,1	5,1	87,9
	Not at all Important	19	12,1	12,1	100,0
	Total	157	100,0	100,0	

15. What would you consider a fair price for a classical music concert?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	16	10,2	10,2	10,2
\$4	1	,6	,6	10,8
\$5	5	3,2	3,2	14,0
\$10	9	5,7	5,7	19,7
\$10 - \$15	1	,6	,6	20,4
\$10 - \$20	4	2,5	2,5	22,9
\$12	1	,6	,6	23,6
\$15	9	5,7	5,7	29,3
\$20	14	8,9	8,9	38,2
\$20 - \$25	2	1,3	1,3	39,5
\$20 - \$30	2	1,3	1,3	40,8
\$25	21	13,4	13,4	54,1
\$25 - \$75	1	,6	,6	54,8
\$30	17	10,8	10,8	65,6
\$30 - \$40	4	2,5	2,5	68,2
\$30 - \$50	3	1,9	1,9	70,1
\$35	4	2,5	2,5	72,6
\$40	9	5,7	5,7	78,3
\$40 - \$50	1	,6	,6	79,0
\$45 - \$50	1	,6	,6	79,6
\$45	2	1,3	1,3	80,9
\$50	14	8,9	8,9	89,8
\$50 - \$60	1	,6	,6	90,4
\$50 - \$100	1	,6	,6	91,1
\$50 - \$185	1	,6	,6	91,7
\$60 - \$80	2	1,3	1,3	93,0
\$75	2	1,3	1,3	94,3
\$80	1	,6	,6	94,9
\$100	3	1,9	1,9	96,8
\$150 - \$300	2	1,3	1,3	98,1
\$900	1	,6	,6	98,7
\$25-\$30	1	,6	,6	99,4
\$50-\$75	1	,6	,6	100,0
Total	157	100,0	100,0	

16a. Which days of the week do you prefer to attend a classical music concert?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	18	11,5	11,5	11,5
	Weekdays	14	8,9	8,9	20,4
	Weekend	125	79,6	79,6	100,0
	Total	157	100,0	100,0	

16b. What weekend day/night do you prefer most?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	51	32,5	32,5	32,5
	Friday	26	16,6	16,6	49,0
	Saturday	68	43,3	43,3	92,4
	Sunday	12	7,6	7,6	100,0
	Total	157	100,0	100,0	

17. What is your household'd budget for concerts or live music each month?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	60	38,2	38,2	38,2
\$4	1	,6	,6	38,9
\$5	3	1,9	1,9	40,8
\$10	5	3,2	3,2	43,9
\$10 - \$20	1	,6	,6	44,6
\$15	1	,6	,6	45,2
\$20	4	2,5	2,5	47,8
\$20 - \$30	2	1,3	1,3	49,0
\$30	9	5,7	5,7	54,8
\$30 - \$40	2	1,3	1,3	56,1
\$40	2	1,3	1,3	57,3
\$50	14	8,9	8,9	66,2
\$50 - \$185	2	1,3	1,3	67,5
\$70	1	,6	,6	68,2
\$80	3	1,9	1,9	70,1
\$89.23	1	,6	,6	70,7
\$100	14	8,9	8,9	79,6
\$150 - \$300	1	,6	,6	80,3
\$160	1	,6	,6	80,9
\$200	3	1,9	1,9	82,8
\$250	2	1,3	1,3	84,1
\$300	1	,6	,6	84,7
\$500	1	,6	,6	85,4
\$600 - \$800	1	,6	,6	86,0
\$800	1	,6	,6	86,6
No Budget	21	13,4	13,4	100,0
Total	157	100,0	100,0	

18a. What media do you get your entertainment information from? (TV)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	103	65,6	65,6	65,6
	Ch 2 - CBS	1	,6	,6	66,2
	Ch 4 NBC	7	4,5	4,5	70,7
	Ch 5 - WB - KTLA	2	1,3	1,3	72,0
	Ch 7 ABC - KABC	1	,6	,6	72,6
	Ch 11 - FOX - KTTV	7	4,5	4,5	77,1
	ATV	1	,6	,6	77,7
	CNN	2	1,3	1,3	79,0
	E! Entertainment Channel	1	,6	,6	79,6
	ESPN (ESN)	1	,6	,6	80,3
	Food Network	2	1,3	1,3	81,5
	MTV	4	2,5	2,5	84,1
	PBS - KCET, KOCE, KLCS, KVCR	1	,6	,6	84,7
	Spanish Channels	1	,6	,6	85,4
	TLC	1	,6	,6	86,0
	TWC	2	1,3	1,3	87,3
	TV	20	12,7	12,7	100,0
	Total	157	100,0	100,0	

18b. What media do you get your entertainment information from? (Radio)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	89	56,7	56,7	56,7
	89.1 KUOR	2	1,3	1,3	58,0
	90.7 KUSC	2	1,3	1,3	59,2
	91.9 KVCR	1	,6	,6	59,9
	95.5 KLOS	1	,6	,6	60,5
	96.7 KCAL	3	1,9	1,9	62,4
	97.1 KLSX	1	,6	,6	63,1
	99.1 KGGI	4	2,5	2,5	65,6
	100.1 KKZQ	1	,6	,6	66,2
	100.3 KGBT (The Beat)	2	1,3	1,3	67,5
	102.7 KISS	5	3,2	3,2	70,7
	103.5 KOST	1	,6	,6	71,3
	103.9 KRCD	2	1,3	1,3	72,6
	104.3 KBIG	1	,6	,6	73,2
	105.1 KMZT	1	,6	,6	73,9
	109.9 KPWR	2	1,3	1,3	75,2
	106 Power Ride	2	1,3	1,3	76,4
	106.9 KROC & (1340 AM)	2	1,3	1,3	77,7
	640 AM - KFI	2	1,3	1,3	79,0
	KZLA	2	1,3	1,3	80,3
	NPR	2	1,3	1,3	81,5
	Tripple J	1	,6	,6	82,2
	90.3 Air 1 KWBX	1	,6	,6	82,8
	95.1	1	,6	,6	83,4
	Radio	20	12,7	12,7	96,2
	95.1 KFROG	2	1,3	1,3	97,5
	89.7	1	,6	,6	98,1
	106.7 KROQ	3	1,9	1,9	100,0
	Total	157	100,0	100,0	

18c. What media do you get your entertainment information from? (Magazines)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	127	80,9	80,9	80,9
	American Theatera	2	1,3	1,3	82,2
	Business Week	2	1,3	1,3	83,4
	Entertainment Weekly	2	1,3	1,3	84,7
	Newsweek	1	,6	,6	85,4
	People	1	,6	,6	86,0
	Vogue	2	1,3	1,3	87,3
	Time Magazine	2	1,3	1,3	88,5
	Vogue	2	1,3	1,3	89,8
	Magazines	14	8,9	8,9	98,7
	Bazaar	1	,6	,6	99,4
	OC Weekly	1	,6	,6	100,0
	Total	157	100,0	100,0	

18d. What media do you get your entertainment information from? (Newspapers)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	106	67,5	67,5	67,5
	Don't read newspapers	1	,6	,6	68,2
	Daily Bulletin	2	1,3	1,3	69,4
	Daily Press	1	,6	,6	70,1
	Desert Sun	2	1,3	1,3	71,3
	L.A. Times	14	8,9	8,9	80,3
	Press Enterprise	10	6,4	6,4	86,6
	Valley News	1	,6	,6	87,3
	Newspaper	20	12,7	12,7	100,0
	Total	157	100,0	100,0	

18e. What media do you get your entertainment information from? (Internet)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	93	59,2	59,2	59,2
	aol.com	1	,6	,6	59,9
	googe.com	3	1,9	1,9	61,8
	icr.com	2	1,3	1,3	63,1
	jambase.com	1	,6	,6	63,7
	local web pages	3	1,9	1,9	65,6
	msn.com (hotmail)	4	2,5	2,5	68,2
	msnbc.com	2	1,3	1,3	69,4
	ticketmaster.com	7	4,5	4,5	73,9
	Yahoo.com	6	3,8	3,8	77,7
	Internet	35	22,3	22,3	100,0
	Total	157	100,0	100,0	

18f. What media do you get your entertainment information from? (Other media)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	151	96,2	96,2	96,2
	Direct mail	1	,6	,6	96,8
	Posters	1	,6	,6	97,5
	Christian Vedios	1	,6	,6	98,1
	Other Media	3	1,9	1,9	100,0
	Total	157	100,0	100,0	

18g. What media do you get your entertainment information from?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	95	60,5	60,5	60,5
	Friends	43	27,4	27,4	87,9
	Family	6	3,8	3,8	91,7
	Friend and Family	13	8,3	8,3	100,0
	Total	157	100,0	100,0	

19. What do you like most about classical music or classical music concerts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	50	31,8	31,8	31,8
	a nice evening out	1	,6	,6	32,5
	atmosphere	13	8,3	8,3	40,8
	baroque	1	,6	,6	41,4
	beauty	1	,6	,6	42,0
	can go with friends	1	,6	,6	42,7
	classical	2	1,3	1,3	43,9
	easy listening	1	,6	,6	44,6
	elegance	1	,6	,6	45,2
	inspiring/stimulating	6	3,8	3,8	49,0
	mellow feeling	2	1,3	1,3	50,3
	Mozart style	1	,6	,6	51,0
	music variety	1	,6	,6	51,6
	music/theme/melody/performance	22	14,0	14,0	65,6
	observing talent	1	,6	,6	66,2
	pleasant	1	,6	,6	66,9
	relaxing	21	13,4	13,4	80,3
	romantic	1	,6	,6	80,9
	skilled artists/performers	4	2,5	2,5	83,4
	something out of the ordinary	3	1,9	1,9	85,4
	soothing	8	5,1	5,1	90,4
	sound (acoustic)	1	,6	,6	91,1
	touches a wide range of emotions	3	1,9	1,9	93,0
	tranquility/calm	1	,6	,6	93,6
	vision	1	,6	,6	94,3
	nothing	7	4,5	4,5	98,7
	never been to one	2	1,3	1,3	100,0
	Total	157	100,0	100,0	

20. What do you like least about classical music or classical music concerts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	63	40,1	40,1	40,1
	atmosphere	3	1,9	1,9	42,0
	boring	8	5,1	5,1	47,1
	classical music	2	1,3	1,3	48,4
	concert hall	1	,6	,6	49,0
	elitism/snobby	4	2,5	2,5	51,6
	formality/formal dress	4	2,5	2,5	54,1
	hassle of getting there	3	1,9	1,9	56,1
	inconvenient time of day	2	1,3	1,3	57,3
	lack of advertising	1	,6	,6	58,0
	length-too long	25	15,9	15,9	73,9
	location	3	1,9	1,9	75,8
	mood of music	1	,6	,6	76,4
	no time	1	,6	,6	77,1
	nothing	8	5,1	5,1	82,2
	open air				
	concerts-weather hard to predict	1	,6	,6	82,8
	opera	1	,6	,6	83,4
	performance interruptions	1	,6	,6	84,1
	poor acoustics	1	,6	,6	84,7
	price/costs	8	5,1	5,1	89,8
	repetitive	2	1,3	1,3	91,1
	seat too far in the back	1	,6	,6	91,7
	slow and sleepy tempo	3	1,9	1,9	93,6
	solo performances	1	,6	,6	94,3
	stigma associated with classical music	1	,6	,6	94,9
	stuffiness	3	1,9	1,9	96,8
	too many pauses	2	1,3	1,3	98,1
	concert goes/other patrons	2	1,3	1,3	99,4
	waiting	1	,6	,6	100,0
	Total	157	100,0	100,0	

21. Any information for improvement you want to share?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	130	82,8	82,8	82,8
	Never heard of Riverside Philharmonic	6	3,8	3,8	86,6
	Need more publicity/advertising	12	7,6	7,6	94,3
	Short concerts	2	1,3	1,3	95,5
	Better seatins with more view	2	1,3	1,3	96,8
	Lower prices	1	,6	,6	97,5
	Put some beat in it	2	1,3	1,3	98,7
	Advertise on campus	2	1,3	1,3	100,0
	Total	157	100,0	100,0	

22. Which category best describes your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	4	2,5	2,5	2,5
	under-21	3	1,9	1,9	4,5
	20-24	43	27,4	27,4	31,8
	25-34	76	48,4	48,4	80,3
	35-44	29	18,5	18,5	98,7
	Over 44	2	1,3	1,3	100,0
	Total	157	100,0	100,0	

23. What category best describes your marital status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	5	3,2	3,2	3,2
	Single	85	54,1	54,1	57,3
	Married	56	35,7	35,7	93,0
	Divorced	7	4,5	4,5	97,5
	Other	4	2,5	2,5	100,0
	Total	157	100,0	100,0	

24. Which category best describes your ethnical background?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	5	3,2	3,2	3,2
	White/ Caucasian	69	43,9	43,9	47,1
	Black	11	7,0	7,0	54,1
	Hispanic	19	12,1	12,1	66,2
	Asian	29	18,5	18,5	84,7
	Pacific Islander	3	1,9	1,9	86,6
	Native American	2	1,3	1,3	87,9
	Muti-Racial	5	3,2	3,2	91,1
	Other	14	8,9	8,9	100,0
	Total	157	100,0	100,0	

25. Which category best describes your total household income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	5	3,2	3,2	3,2
	\$0 - 9,900	11	7,0	7,0	10,2
	\$10,000 - 19,999	13	8,3	8,3	18,5
	\$20,000 - 29,999	18	11,5	11,5	29,9
	\$30,000 - 39,999	18	11,5	11,5	41,4
	\$40,000 - 49,999	15	9,6	9,6	51,0
	\$50,000 - 59,999	21	13,4	13,4	64,3
	\$60,000 - 69,999	5	3,2	3,2	67,5
	\$70,000 - 79,999	8	5,1	5,1	72,6
	\$80,000 - 89,999	5	3,2	3,2	75,8
	\$90,000 - 99,999	3	1,9	1,9	77,7
	Above \$100,000	11	7,0	7,0	84,7
	Don't know	5	3,2	3,2	87,9
	Prefer no to answer	19	12,1	12,1	100,0
	Total	157	100,0	100,0	

26. Which category best describes your highest education level achieved?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Response	5	3,2	3,2	3,2
	High School Graduate	4	2,5	2,5	5,7
	Some College	45	28,7	28,7	34,4
	Bachelor's Degree	64	40,8	40,8	75,2
	Graduate Degree	39	24,8	24,8	100,0
	Total	157	100,0	100,0	

27. What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No Response	4	2,5	2,5	2,5
Male	93	59,2	59,2	61,8
Female	60	38,2	38,2	100,0
Total	157	100,0	100,0	

6. When talking about Symphony Orchestras, which Orchestras come first to mind?

Category label	Code	Count	Pct of Responses	Pct of Cases
Austria/ Vienna Philharmonic	2	2	1.6	2.7
Beethoven	3	5	4.0	6.8
Berlin Philharmonic	4	2	1.6	2.7
Boston Philharmonic	5	5	4.0	6.8
Boston Pops	6	9	7.1	12.2
Chicago Philharmonic	8	3	2.4	4.1
CSUSB Orchestra	11	1	.8	1.4
Glen Miller Band	12	2	1.6	2.7
Hollywood Bowl	13	2	1.6	2.7
L.A. Philharmonic	14	33	26.2	44.6
L.A. Symphonic Camerate	15	2	1.6	2.7
London Philharmonic	16	6	4.8	8.1
Mannersin "in the Dark"	17	2	1.6	2.7
Mormon Tabernacle	18	1	.8	1.4
Mozart	19	5	4.0	6.8
National Symphony Orchestra	20	1	.8	1.4
New York Philharmonic	21	14	11.1	18.9
Pasadena Philharmonic	23	1	.8	1.4
Philharmonic	24	5	4.0	6.8
Redlands Symphony	26	2	1.6	2.7
Riverside Philharmonic	27	5	4.0	6.8
San Bernardino Synphony	28	3	2.4	4.1
San Francisco Philharmonic	29	2	1.6	2.7
School Bands	30	1	.8	1.4
Southern Utah Youth Symphony	31	1	.8	1.4
Spokane Symphony	32	1	.8	1.4
Strusbourg Philharmonic	33	1	.8	1.4
The Three Tenors	34	2	1.6	2.7
L.A. Rose Bowl	39	1	.8	1.4
UCR Orchestra	40	1	.8	1.4
Tricowski	41	1	.8	1.4
Philadelphia Philharmonic	42	1	.8	1.4
University Orchestras	43	1	.8	1.4
Seattle Symphony	47	1	.8	1.4
Portland Philharmonic Orchestra	48	1	.8	1.4
Total responses		126	100.0	170.3

10. Which, if any other symphony/Orchestras (beside the Riverside Philharmonic) have you attended in the past 3 years?

Category label	Code	Count	Pct of Responses	Pct of Cases
None / no idea	1	1	2.2	3.6
Beethoven	3	1	2.2	3.6
Berlin Philhharmonic	4	2	4.4	7.1
Boston Philharmonic	5	2	4.4	7.1
California Philharmonic	7	1	2.2	3.6
Clairmont Youth Muicians	9	1	2.2	3.6
Classical Guitat Concerts	10	1	2.2	3.6
Hollywood Bowl	13	5	11.1	17.9
L.A. Philharmonic	14	16	35.6	57.1
New York Philharmonic	21	1	2.2	3.6
Nutcracker Suite	22	1	2.2	3.6
Redlands Festival	25	1	2.2	3.6
San Bernardino Synphony	28	1	2.2	3.6
San Francisco Philharmonic	29	1	2.2	3.6
Strusbourg Philharmonic	33	1	2.2	3.6
Vancouver Orchestra	35	1	2.2	3.6
Vanguard University Orchestra	36	1	2.2	3.6
Riverside Community College	37	1	2.2	3.6
San Diego Philharmonic Symphony	38	1	2.2	3.6
Boise Philharmonic Orchestra	44	1	2.2	3.6
Boise State University Philharmonic Orch	45	1	2.2	3.6
University of Idaho Jazz Festival Orches	46	1	2.2	3.6
Moscow Symphony	49	1	2.2	3.6
La Sierra University Orchestra	50	1	2.2	3.6
Total responses		45	100.0	160.7

129 missing cases; 28 valid cases

Crosstabs

P1.In which county do you live? * 7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra? Crosstabulation

Count

		7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?			Total
		No Response	Yes	No	
P1.In which county do you live?	No Response		1	1	2
	Riverside County	3	20	32	55
	San Bernardino County	4	20	62	86
	Los Angeles County		2	11	13
	Orange County			1	1
Total		7	43	107	157

Crosstab P1 with Qu7:

This table shows that only 20 out of 55 people living in Riverside County have heard of the Riverside Philharmonic Orchestra. Overall only 43 out of a 157 respondents, that is about one third, were aware of the Orchestra.

Crosstab P2 with Qu 7:

The following table goes more into detail and shows in which cities people are most aware of the Riverside Philharmonic. Not surprising, Riverside city is leading here, where 12 people out of 24, exactly 50 percent, were aware of the Orchestra. The next "highest" respondent's rate came from San Bernardino, where 6 out of 28 persons, about one fifth, have ever heard of the Orchestra. No other cities showed significant response rates.

P2. What city do you live in ? * 7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra? Crosstabulation

Count

		7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?			Total
		No Response	Yes	No	
P2. What city do you live in ?	No Response		5	18	23
	Arcadia			1	1
	Alta Loma			2	2
	Artesia		1	2	3
	Apple Valley		1	1	2
	Barstow			2	2
	Bloomington			1	1
	Boyle heights			1	1
	Big Bear City		1		1
	Colton		1	2	3
	Corona			2	2
	Edwards			1	1
	Ediwanda			1	1
	Fontana			6	6
	Highland			1	1
	Hesperia			1	1
	Hemet		1		1
	Idyllwild			1	1
	Indio			1	1
	Los Angeles		1	2	3
	Loma Linda		1	4	5
	Mission Viejo			1	1
	Monterey Park			1	1
	Moreno Valley		3	2	5
	Norco		1	1	2
	Ontario	3	2	1	6
	Palm Springs			1	1
	Pomona			1	1
	Perris	1		1	2
	Riverside	2	12	10	24
	Redlands		1	2	3
	Rancho Cucamonga		1	2	3
	Rialto		2	1	3
	San Bernardino		6	22	28
	San Gabriel			1	1
	Temecula			1	1
	Tempe		1		1
	Upland	1	1	3	5
	West Covina			3	3
	West Hollywood			1	1
	Yucca Valley			1	1
	Yucaipa		1		1
	Grand Terrace			1	1
Total		7	43	107	157

P9. Location of Interview. * 7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra? Crosstabulation

Count

		7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?			Total
		No Response	Yes	No	
P9.	No Response	1	2	4	7
Location	Ontario Mills Mall	2	9	34	45
of	CSUSB Campus	4	12	41	57
Interview.	Starbucks (Rancho Cucamonga)			4	4
	UCR & Extention		4	3	7
	Starbucks Riverside		6	7	13
	Canyon Crest Shopping Center		3	1	4
	Citrus Park		2	4	6
	American Express			2	2
	Tyler Mall		5	7	12
Total		7	43	107	157

P9 with Qu7:

This table shows that people interviewed at CSUSB campus, the Ontario Mills and at Starbucks Riverside were more aware of the Orchestra than in any other place. Although there were only a few persons interviewed at Starbucks Riverside, almost half of those respondents interviewed there have heard about the Riverside Philharmonic.

P1.In which county do you live? * 8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra? Crosstabulation

Count		8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?			Total
		No Response	Yes	No	
P1.In which county do you live?	No Response			2	2
	Riverside County	16	9	30	55
	San Bernardino County	38	6	42	86
	Los Angeles County	5	1	7	13
	Orange County			1	1
Total		59	16	82	157

-P1 and Qu 7:

This table shows that only about one third of the respondents, 9 people in total, who live in Riverside County have been at a concert held by the Riverside Philharmonic. The figure for San Bernardino County is even lower, only one seventh of the respondents living there have been to a concert yet.

P2 with Qu8:

The following table goes into more detail again comparing the respondent's city locations in relation to concert attendance. Only 5 respondents, one fifth, has been to a concert of the Riverside Philharmonic. The attendance from respondents living in San Bernardino is very low, only 2 out of 28 have attended a concert yet.

2. What city do you live in ? * 8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra? Crosstabulation

Count		8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?			Total
		No Response	Yes	No	
P2. What city do you live in ?	No Response	7	1	15	23
	Arcadia	1			1
	Alta Loma	1		1	2
	Artesia	1	1	1	3
	Apple Valley	1		1	2
	Barstow	2			2
	Bloomington			1	1
	Boyle heights			1	1
	Big Bear City		1		1
	Colton	1		2	3
	Corona			2	2
	Edwards	1			1
	Ediwanda			1	1
	Fontana	3		3	6
	Highland	1			1
	Hesperia	1			1
	Hemet			1	1
	Idylwild			1	1
	Indio	1			1
	Los Angeles			3	3
	Loma Linda	2		3	5
	Mission Viejo			1	1
	Monterey Park	1			1
	Moreno Valley	1	2	2	5
	Norco	1	1		2
	Ontario	2		4	6
	Palm Springs			1	1
	Pomona			1	1
	Perris	1		1	2
	Riverside	7	5	12	24
	Redlands	1		2	3
	Rancho Cucamonga	1		2	3
	Rialto		1	2	3
	San Bernardino	14	2	12	28
	San Gabriel			1	1
	Temecula	1			1
	Temple		1		1
	Upland	3		2	5
	West Covina	1		2	3
	West Hollywood	1			1
	Yucca Valley	1			1
	Yucaipa		1		1
	Grand Terrace			1	1
Total		59	16	82	157

P9. Location of Interview. * 8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra? Crosstabulation

Count		8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?			Total
		No Response	Yes	No	
P9. Location of Interview.	No Response	3	1	3	7
	Ontario Mills Mall	12	5	28	45
	CSUSB Campus	27	3	27	57
	Starbucks (Rancho Cucamonga)	2		2	4
	UCR & Extention	1	2	4	7
	Starbucks Riverside	5	3	5	13
	Canyon Crest Shopping Center	1	1	2	4
	Citrus Park	1		5	6
	American Express	2			2
	Tyler Mall	5	1	6	12
Total		59	16	82	157

P9 with Qu8:

One fourth at the people interviewed at Starbucks in Riverside have been at a concert held by the Riverside Philharmonic. The next closest majority respondents from UCR extension, where about one third (2 out of 7) have patronized the Orchestra. As we interviewed only a few people from there, the figure is not so representative from this location.

P1.In which county do you live? * 8c. If not been to a concert at the Riverside Philharmonic, Why Not? Crosstabulation

Count		8c.If answered No, Why Not?							Total
		No Response	No Time	Too expensive	Never Heard of it	Not interested	No Advertising	Live to far away	
P1.In which county do you live?	No Response	1			1				2
	Riverside County	37	5	1	7	4	1		55
	San Bernardino County	65	3	1	10	5	1	1	86
	Los Angeles County	9			3			1	13
	Orange County				1				1
Total		112	8	2	22	9	2	2	157

P1 with Qu8c.

When we asked those people who responded with no to Qu.8, why they have never attended a concert held by the Riverside Philharmonic, the majority of the respondents, 22 out of 41, said that they have never heard of it the Orchestra before.

P1.In which county do you live? * 9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years? Crosstabulation

Count

		9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?				Total
		No Response	0 concerts	1 - 3 concerts	Not certain	
P1.In which county do you live?	No Response	1	1			2
	Riverside County	26	19	9	1	55
	San Bernardino County	55	27	3	1	86
	Los Angeles County	3	9	1		13
	Orange County		1			1
Total		85	57	13	2	157

P1 with Qu 9:

Only 9 respondents out of 55, about one sixth, living in Riverside County have attended one to three concerts at the Riverside Philharmonic in the past three years.

P2 with Qu9:

The following table shows what city the respondents live, in relation to the frequency of concerts attended. The most significant statistic comes from Riverside city. Here 6 persons out of 24, which is 25 percent, have been to a concert one to three times in the past three years.

P2. What city do you live in ? * 9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years? Crosstabulation

Count		9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?				Total
		No Response	0 concerts	1 - 3 concerts	Not certain	
P2. What city do you live in ?	No-Response	12	8	1	2	23
	Arcadia	1				1
	Alta Loma	1	1			2
	Artesia	1	1	1		3
	Apple Valley	1	1			2
	Barstow	2				2
	Bloomington		1			1
	Boyle heights		1			1
	Big Bear City		1			1
	Colton	3				3
	Corona	1	1			2
	Edwards	1				1
	Ediwanda		1			1
	Fontana	4	2			6
	Highland	1				1
	Hesperia	1				1
	Hemet	1				1
	Idylwild		1			1
	Indio	1				1
	Los Angeles	2	1			3
	Loma Linda	3	2			5
	Mission Viejo		1			1
	Monterey Park		1			1
	Moreno Valley	1	2	2		5
	Norco	1	1			2
	Ontario	6				6
	Palm Springs		1			1
	Pomona		1			1
	Perris	1	1			2
	Riverside	11	7	6		24
	Redlands	1	2			3
	Rancho Cucamonga	1	2			3
	Rialto	2		1		3
	San Bernardino	20	7	1		28
	San Gabriel		1			1
	Temecula	1				1
	Temple			1		1
	Upland	3	2			5
	West Covina		3			3
	West Hollywood		1			1
	Yucca Valley	1				1
	Yucaipa		1			1
	Grand Terrace		1			1
Total		85	57	13	2	157

P9. Location of Interview. * 9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years? Crosstabulation

Count

		9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?				Total
		No Response	0 concerts	1 - 3 concerts	Not certain	
P9. Location of Interview.	No Response	5	1	1		7
	Ontario Mills Mall	17	22	5		45
	CSUSB Campus	40	15	1	1	57
	Starbucks (Rancho Cucamonga)	2	2			4
	UCR & Extention	4	1	2		7
	Starbucks Riverside	4	5	4		13
	Canyon Crest Shopping Center	1	3			4
	Citrus Park	2	4			6
	American Express	2				2
	Tyler Mall	8	4			12
	Total	85	57	13	2	157

P9 with Qu9:

This table shows that the most concert goers have been interviewed at Starbucks in Riverside, about one third has been to concerts of the Riverside Philharmonic.

Crosstabs

2. How often do you or your household listen to classical music? * 22. Which category best describes your age? Crosstabulation

Count

		22. Which category best describes your age?						Total
		No Response	under-21	20-24	25-34	35-44	Over 44	
2. How often do you or your household listen to classical music?	No Response						1	1
	Every day			7	15	4		26
	Every week		1	6	10	5		22
	Several times a month			8	13	5		26
	Several times a year	4		12	21	8	1	46
	Never		2	10	17	7		36
Total		4	3	43	76	29	2	157

2. How often do you or your household listen to classical music? * 23. What category best describes your marital status? Crosstabulation

Count

		23. What category best describes your marital status?					Total
		No Response	Single	Married	Divorced	Other	
2. How often do you or your household listen to classical music?	No Response			1			1
	Every day	1	16	6	1	2	26
	Every week		14	7	1		22
	Several times a month		12	13	1		26
	Several times a year	4	25	12	3	2	46
	Never		18	17	1		36
Total		5	85	56	7	4	157

2. How often do you or your household listen to classical music? * 24. Which category best describes your ethnic background? Crosstabulation

Count

		24. Which category best describes your ethnic background?									Total
		No Response	White/Caucasian	Black	Hispanic	Asian	Pacific Islander	Native American	Multi-Racial	Other	
2. How often do you or your household listen to classical music?	No Response				1						1
	Every day		6		2	14	1		2	1	26
	Every week	1	12		2	4			1	2	22
	Several times a month		10	4	6	4				2	26
	Several times a year	4	19	4	5	6	2	1	1	4	46
	Never		22	3	3	1		1	1	5	36
Total		5	69	11	19	29	3	2	5	14	157

2. How often do you or your household listen to classical music? * 25. Which category best describes your total household income? Crosstabulation

Count

Count		25. Which category best describes your total household income?														Total
		No Response	\$0 - 9,999	\$10,000 - 19,999	\$20,000 - 29,999	\$30,000 - 39,999	\$40,000 - 49,999	\$50,000 - 59,999	\$60,000 - 69,999	\$70,000 - 79,999	\$80,000 - 89,999	\$90,000 - 99,999	Above \$100,000	Don't know/no answer		
2. How often do you or your household listen to classical music?	No Response												1		1	
	Every day	2	1	2	4	5	1		1				3	1	6	
	Every week	1	4	4	2	1	1		2	1	1		1	1	3	
	Several times a month		2	3	4	3	3	4	2	2	1		2		28	
	Several times a year	4	2	3	4	3	5	5	2	3	1	1	3	3	7	
	Never	1	4	2	4	6	1	10	1		2	1	1	1	3	
Total		5	11	13	18	18	15	21	5	8	5	3	11	5	19	

2. How often do you or your household listen to classical music? * 26. Which category best describes your highest education level achieved? Crosstabulation

Count

		26. Which category best describes your highest education level achieved?					Total
		No Response	High School Graduate	Some College	Bachelor's Degree	Graduate Degree	
2. How often do you or your household listen to classical music?	No Response					1	1
	Every day	1			4	11	26
	Every week		1		6	8	22
	Several times a month			2	10	9	26
	Several times a year	4	1		9	22	46
	Never				16	14	36
Total		5	4	45	64	39	157

2. How often do you or your household listen to classical music? * 27. What is your gender?
Crosstabulation

Count

		27. What is your gender?			Total
		No Response	Male	Female	
2. How often do you or your household listen to classical music?	No Response		1		1
	Every day		11	15	26
	Every week		13	9	22
	Several times a month		17	9	26
	Several times a year	4	28	14	46
	Never		23	13	36
Total		4	93	60	157

3. Have you attended a classical music concert in the past 5 years? * 22. Which category best describes your age?
Crosstabulation

Count

		22. Which category best describes your age?						Total
		No Response	under-21	20-24	25-34	35-44	Over 44	
3. Have you attended a classical music concert in the past 5 years?	Yes	1	1	13	36	14	1	66
	No	3	2	30	40	15	1	91
Total		4	3	43	76	29	2	157

3. Have you attended a classical music concert in the past 5 years? * 23. What category best describes your marital status? Crosstabulation

Count

		23. What category best describes your marital status?					Total
		No Response	Single	Married	Divorced	Other	
3. Have you attended a classical music concert in the past 5 years?	Yes	2	37	21	3	3	66
	No	3	48	35	4	1	91
Total		5	85	56	7	4	157

3. Have you attended a classical music concert in the past 5 years? * 24. Which category best describes your ethnical background? Crosstabulation

Count

		24. Which category best describes your ethnical background?									Total
		No Response	White/Caucasian	Black	Hispanic	Asian	Pacific Islander	Native American	Multi-Racial	Other	
3. Have you attended a classical music concert in the past 5 years?	Yes	1	28	8	9	14		1	2	7	66
	No	4	43	5	10	15	3	1	3	7	91
Total		5	69	11	19	29	3	2	5	14	157

3. Have you attended a classical music concert in the past 5 years? * 25. Which category best describes your total household income? Crosstabulation

Count

		25. Which category best describes your total household income?															Total
		No Response	\$0 - 9,999	\$10,000 - 19,999	\$20,000 - 29,999	\$30,000 - 39,999	\$40,000 - 49,999	\$50,000 - 59,999	\$60,000 - 69,999	\$70,000 - 79,999	\$80,000 - 89,999	\$90,000 - 99,999	Above \$100,000	Don't know	Prefer no to answer		
3. Have you attended a classical music concert in the past 5 years?	Yes	1	6	5	4	8	9	5	2	5	1	1	6	2	11	66	
	No	4	5	8	14	10	6	16	3	3	4	2	5	3	8	91	
Total		5	11	13	18	18	15	21	5	8	5	3	11	5	19	157	

3. Have you attended a classical music concert in the past 5 years? * 26. Which category best describes your highest education level achieved? Crosstabulation

Count

		26. Which category best describes your highest education level achieved?					Total
		No Response	High School Graduate	Some College	Bachelor's Degree	Graduate Degree	
3. Have you attended a classical music concert in the past 5 years?	Yes	2		15	28	21	66
	No	3	4	30	36	18	91
Total		5	4	45	64	39	157

3. Have you attended a classical music concert in the past 5 years? * 27. What is your gender? Crosstabulation

Count

		27. What is your gender?			Total
		No Response	Male	Female	
3. Have you attended a classical music concert in the past 5 years?	Yes	1	34	31	66
	No	3	59	29	91
Total		4	93	60	157

4. Approximately how many times a year do you attend a classical music concert? * 22. Which category best describes your age? Crosstabulation

Count

		22. Which category best describes your age?						Total
		No Response	under-21	20-24	25-34	35-44	Over 44	
4. Approximately how many times a year do you attend a classical music concert?	No Response	3	1	19	24	8	1	56
	1 - 2 times	1		12	26	14		53
	3 - 5 times			4	4	2		10
	over 6 times				1		1	2
	Never		2	8	21	5		36
Total		4	3	43	76	29	2	157

4. Approximately how many times a year do you attend a classical music concert? * 23. What category best describes your marital status? Crosstabulation

Count

		23. What category best describes your marital status?					Total
		No Response	Single	Married	Divorced	Other	
4. Approximately how many times a year do you attend a classical music concert?	No Response	3	27	22	3	1	56
	1 - 2 times	2	27	19	3	2	53
	3 - 5 times		7	3			10
	over 6 times		1	1			2
	Never		23	11	1	1	36
Total		5	85	56	7	4	157

4. Approximately how many times a year do you attend a classical music concert? * 24. Which category best describes your ethnical background? Crosstabulation

		24. Which category best describes your ethnical background?									Total
		No Response	White/Caucasian	Black	Hispanic	Asian	Pacific Islander	Native American	Multi-Racial	Other	
4. Approximately how many times a year do you attend a classical music concert?	No Response	3	26	2	7	10	1		2	5	56
	1 - 2 times	1	22	4	7	10			2	7	53
	3 - 5 times		5	2	1	1		1			10
	over 6 times		1		1						2
	Never	1	15	3	3	8	2	1	1	2	36
Total		5	69	11	19	29	3	2	5	14	157

4. Approximately how many times a year do you attend a classical music concert? * 25. Which category best describes your total household income? Crosstabulation

Count		25. Which category best describes your total household income?															
		No Response	\$0 - 9,999	\$10,000 - 19,999	\$20,000 - 29,999	\$30,000 - 39,999	\$40,000 - 49,999	\$50,000 - 59,999	\$60,000 - 69,999	\$70,000 - 79,999	\$80,000 - 89,999	\$90,000 - 99,999	Above \$100,000	Don't know	Prefer no to answer	Total	
4. Approximately how many times a year do you attend classical music concert?	No Responses	4	1	7	12	3	5	6	2	2	3	1	4	2	4	56	
	1 - 2 times	1	5	5	1	7	7	5	5	5	1	1	5	2	8	53	
	3 - 5 times				2		1	2	3			1			1	10	
	over 6 times					1							1			2	
	Never		5	1	3	7	2	8		1	1		1	1	6	36	
Total		5	11	13	18	18	15	21	5	8	5	3	11	5	19	157	

Approximately how many times a year do you attend a classical music concert? * 26. Which category best describes your highest education level achieved? Crosstabulation

Count		26. Which category best describes your highest education level achieved?					Total
		No Response	High School Graduate	Some College	Bachelor's Degree	Graduate Degree	
4. Approximately how many times a year do you attend a classical music concert?	No Response	3	1	17	24	11	56
	1 - 2 times	2		1	13	15	53
	3 - 5 times				4	5	10
	over 6 times					2	2
	Never			2	11	13	36
Total		5	4	45	64	39	157

4. Approximately how many times a year do you attend a classical music concert? * 27. What is your gender? Crosstabulation

Count		27. What is your gender?			Total
		No Response	Male	Female	
4. Approximately how many times a year do you attend a classical music concert?	No Response	3	33	20	56
	1 - 2 times	1	29	23	53
	3 - 5 times		5	5	10
	over 6 times		2		2
	Never		24	12	36
Total		4	93	60	157

5. When did you last attend a classical music concert? * 22. Which category best describes your age? Crosstabulation

Count		22. Which category best describes your age?						Total
		No Response	under-21	20-24	25-34	35-44	Over 44	
5. When did you last attend a classical music concert?	No Response	3	1	18	24	7	1	54
	This month				4			4
	1 - 3 months ago			5	1	2	1	9
	4 - 6 months ago		1	3	4	4		12
	7 - 11 months ago	1	1	5	12	5		24
	1 - 5 years ago			5	15	8		28
	Never			7	16	3		26
Total		4	3	43	76	29	2	157

5. When did you last attend a classical music concert? * 23. What category best describes your marital status? Crosstabulation

Count		23. What category best describes your marital status?					Total
		No Response	Single	Married	Divorced	Other	
5. When did you last attend a classical music concert?	No Response	3	27	20	3	1	54
	This month		2	2			4
	1 - 3 months ago		6	3			9
	4 - 6 months ago	1	6	2	3		12
	7 - 11 months ago	1	14	8		1	24
	1 - 5 years ago]		13	13		2	28
	Never		17	8	1		26
Total		5	85	56	7	4	157

5. When did you last attend a classical music concert? * 24. Which category best describes your ethnical background? Crosstabulation

Count		24. Which category best describes your ethnical background?									Total
		No Response	White/Caucasian	Black	Hispanic	Asian	Pacific Islander	Native American	Mult-Racial	Other	
5. When did you last attend a classical music concert?	No Response	3	26	2	7	8	1		2	5	54
	This month		3			1					4
	1 - 3 months ago		4		1	2				2	9
	4 - 6 months ago	1	5	1	2	2				1	12
	7 - 11 months ago	1	8	4	3	4		1	2		24
	1 - 5 years ago]		9	2	4	7				6	28
	Never		13	2	2	5	2	1	1		26
Total		5	69	11	19	29	3	2	5	14	157

5. When did you last attend a classical music concert? * 25. Which category best describes your total household income? Crosstabulation

Count		25. Which category best describes your total household income?														Total
		No Response	\$0 - 9,999	\$10,000 - 19,999	\$20,000 - 29,999	\$30,000 - 39,999	\$40,000 - 49,999	\$50,000 - 59,999	\$60,000 - 69,999	\$70,000 - 79,999	\$80,000 - 89,999	\$90,000 - 99,999	Above \$100,000	Don't know	Prefer no answer	
5. When did you last attend a classical music concert?	No Response	4	1	7	11	3	5	6	2	2	3	1	3	2	4	54
	This month			1	1	1		1				1				4
	1 - 3 months ago			1	1		3		1				2		1	9
	4 - 6 months ago		2	1		2	1		1	1					4	12
	7 - 11 months ago	1	3	2		2	3	2	1	3		1	2	1	3	24
	1 - 5 years ago]		4	1	3	4	1	6		1	1		3	1	3	28
	Never		1	1	2	8	2	8	1	1	1		1	1	4	26
Total		5	11	13	18	18	15	21	5	8	5	3	11	5	19	157

5. When did you last attend a classical music concert? * 26. Which category best describes your highest education level achieved? Crosstabulation

Count		26. Which category best describes your highest education level achieved?					Total
		No Response	High School Graduate	Some College	Bachelor's Degree	Graduate Degree	
5. When did you last attend a classical music concert?	No Response	3	1	16	23	11	54
	This month			1	2	1	4
	1 - 3 months ago			4	2	3	9
	4 - 6 months ago		1	2	5	4	12
	7 - 11 months ago	2		6	11	5	24
	1 - 5 years ago]		1	6	12	9	28
	Never		1	10	9	6	26
Total		5	4	45	64	39	157

5. When did you last attend a classical music concert? * 27. What is your gender?
Crosstabulation

Count		27. What is your gender?			Total
		No Response	Male	Female	
5. When did you last attend a classical music concert?	No Response	3	31	20	54
	This month			4	4
	1 - 3 months ago		6	3	9
	4 - 6 months ago		8	4	12
	7 - 11 months ago	1	14	9	24
	1 - 5 years ago]		16	12	28
Never			18	8	26
Total		4	93	60	157

7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra? * 22. Which category best describes your age?
Crosstabulation

Count		22. Which category best describes your age?						Total
		No Response	under-21	20-24	25-34	35-44	Over 44	
7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?	No Response	1		3	2	1		7
	Yes	2	1	6	19	13	2	43
	No	1	2	34	55	15		107
Total		4	3	43	76	29	2	157

7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra? * 23. What category best describe your marital status? Crosstabulation

Count		23. What category best describes your marital status?					Total
		No Response	Single	Married	Divorced	Other	
7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?	No Response	1	4	2			7
	Yes	2	17	21	3		43
	No	2	64	33	4	4	107
Total		5	85	56	7	4	157

7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra? * 24. Which category best describes your ethnical background? Crosstabulation

Count		24. Which category best describes your ethnical background?									Total
		No Response	White/ Caucasian	Black	Hispanic	Asian	Pacific Islander	Native American	Muti-Racial	Other	
7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?	No Response	1	2	1	1	2					7
	Yes	2	23	4	4	1		1	2	6	43
	No	2	44	6	14	26	3	1	3	8	107
Total		5	69	11	19	29	3	2	5	14	157

7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra? * 25. Which category best describes your total household income? Crosstabulation

Count		25. Which category best describes your total household income?													Total
		No Response	\$0 - 9,999	\$10,000 - 19,999	\$20,000 - 29,999	\$30,000 - 39,999	\$40,000 - 49,999	\$50,000 - 59,999	\$60,000 - 69,999	\$70,000 - 79,999	\$80,000 - 89,999	\$90,000 - 99,999	Above \$100,000	Don't know/ no answer	
7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?	No Response	1	1			1	2	1		1					7
	Yes	2	3	4	3	4	4	8		3	1	3	3	1	43
	No	2	7	9	15	13	9	12	5	4	4		8	4	107
Total		5	11	13	18	18	15	21	5	8	5	3	11	5	157

Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra? * 26. Which category best describes your highest education level achieved? Crosstabulation

Count		26. Which category best describes your highest education level achieved?					Total
		No Response	High School Graduate	Some College	Bachelor's Degree	Graduate Degree	
7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?	No Response	1		1	4	1	7
	Yes	2	2	13	16	10	43
	No	2	2	31	44	28	107
Total		5	4	45	64	39	157

7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra? * 27. What is your gender? Crosstabulation

Count		27. What is your gender?			Total
		No Response	Male	Female	
7. Have you ever heard of the Inland Empire/ Riverside County Philharmonic Orchestra?	No Response	1	5	1	7
	Yes	2	18	23	43
	No	1	70	36	107
Total		4	93	60	157

8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra? * 22. Which category best describes your age? Crosstabulation

Count		22. Which category best describes your age?						Total
		No Response	under-21	20-24	25-34	35-44	Over 44	
8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?	No Response	2		19	30	8		59
	Yes	1		1	7	6	1	16
	No	1	3	23	39	15	1	82
Total		4	3	43	76	29	2	157

8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra? * 23. What category best describes your marital status? Crosstabulation

Count		23. What category best describes your marital status?					Total
		No Response	Single	Married	Divorced	Other	
8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?	No Response	2	34	18	3	2	59
	Yes	1	8	7			16
	No	2	43	31	4	2	82
Total		5	85	56	7	4	157

8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra? * 24. Which category best describes your ethnical background? Crosstabulation

Count		24. Which category best describes your ethnical background?									Total
		No Response	White/ Caucasian	Black	Hispanic	Asian	Pacific Islander	Native American	Muti-Racial	Other	
8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?	No Response	2	27	4	8	10	2		1	5	59
	Yes	1	8	1	1	2			2	1	16
	No	2	34	6	10	17	1	2	2	8	82
Total		5	69	11	19	29	3	2	5	14	157

ave you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra? * 25. Which category best describes your total household income? Crosstabulation
Count

Ques	25. Which category best describes your total household income?															Total
	No Response	\$0 - 9,900	\$10,000 - 19,999	\$20,000 - 29,999	\$30,000 - 39,999	\$40,000 - 49,999	\$50,000 - 59,999	\$60,000 - 69,999	\$70,000 - 79,999	\$80,000 - 89,999	\$90,000 - 99,999	Above \$100,000	Don't know	Prefer no answer		
8. Have you ever bee No Respons	3	5	6	8	4	8	7	2	1	3		2	2	8	59	
a concert held by the Inland Empire/Rivers Yes	1			1	1	3	3		1	1				4	16	
County Philharmonic No	1	6	7	9	13	4	11	3	6	1	2	9	3	7	82	
Orchestra?																
Total	5	11	13	18	18	15	21	5	8	5	3	11	5	19	157	

8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra? * 26. Which category best describes your highest education level achieved? Crosstabulation

		26. Which category best describes your highest education level achieved?					Total
		No Response	High School Graduate	Some College	Bachelor's Degree	Graduate Degree	
8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?	No Response	2		14	26	17	59
	Yes	1		3	4	8	16
	No	2	4	28	34	14	82
Total		5	4	45	64	39	157

8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra? * 27. What is your gender? Crosstabulation

		27. What is your gender?			Total
		No Response	Male	Female	
8. Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?	No Response	2	36	21	59
	Yes	1	9	6	16
	No	1	48	33	82
Total		4	93	60	157

How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years? * 22. Which category best describes your age? Crosstabulation

		22. Which category best describes your age?						Total
		No Response	under-21	20-24	25-34	35-44	Over 44	
9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?	No Response	2	1	29	43	10		85
	0 concerts	1	2	13	24	15	2	57
	1 - 3 concerts	1			8	4		13
	Not certain			1	1			2
Total		4	3	43	76	29	2	157

9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years? * 23. What category best describes your marital status? Crosstabulation

		23. What category best describes your marital status?					Total
		No Response	Single	Married	Divorced	Other	
9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?	No Response	3	51	23	6	2	85
	0 concerts	1	27	26	1	2	57
	1 - 3 concerts	1	6	6			13
	Not certain		1	1			2
Total		5	85	56	7	4	157

9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years? * 24. Which category best describes your ethnical background? Crosstabulation

Count		24. Which category best describes your ethnical background?									Total
		No Response	White/ Caucasian	Black	Hispanic	Asian	Pacific Islander	Native American	Mult-Racial	Other	
9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?	No Response	2	41	3	11	15	2		2	9	85
	0 concerts	2	20	7	6	12	1	2	3	4	57
	1 - 3 concerts	1	6	1	2	2				1	13
	Not certain		2								2
Total		5	69	11	19	29	3	2	5	14	157

9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years? * 25. Which category best describes your total household income? Crosstabulation

Count		25. Which category best describes your total household income?													Total
		No Response	\$0 - 9,999	\$10,000 - 19,999	\$20,000 - 29,999	\$30,000 - 39,999	\$40,000 - 49,999	\$50,000 - 59,999	\$60,000 - 69,999	\$70,000 - 79,999	\$80,000 - 89,999	\$90,000 - 99,999	Above \$100,000	Don't know/no answer	
9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?	No Response	3	6	11	12	8	10	9	4	1	2	5	2	12	85
	0 concerts	1	6	1	4	9	4	10	1	6	3	5	3	4	57
	1 - 3 concerts	1		1	1	1	1	2		1		2	1	3	13
	Not certain			1	1										2
Total		5	11	13	18	18	15	21	5	8	5	3	11	5	157

9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years? * 26. Which category best describes your highest education level achieved? Crosstabulation

Count		26. Which category best describes your highest education level achieved?					Total
		No Response	High School Graduate	Some College	Bachelor's Degree	Graduate Degree	
9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?	No Response	2	1	21	40	21	85
	0 concerts	2		3	21	13	57
	1 - 3 concerts	1			3	4	13
	Not certain				1	1	2
Total		5	4	45	64	39	157

9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years? * 27. What is your gender? Crosstabulation

Count		27. What is your gender?			Total
		No Response	Male	Female	
9. How many Inland Empire/Riverside County Philharmonic concerts have you attended in the past 3 years?	No Response	2	50	33	85
	0 concerts	1	34	22	57
	1 - 3 concerts	1	7	5	13
	Not certain		2		2
Total		4	93	60	157

8 Have you ever been to a concert held by the Inland Empire/Riverside County Philharmonic Orchestra?

Survey

1. I don't know where that's at.
2. Haven't heard of it.
7. Never knew it existed, heard classical music is expensive.
8. Didn't know about.
10. I don't know the orchestra.
15. I haven't heard.
16. Do not have the time to go.
19. No time.
22. Never got any tickets.
24. Not the type of music I listen.
32. Never heard of it.
35. No particular reason.
36. Not my type of music.
42. Not interested.
44. Didn't see any publicity for it.
49. Never of show dates.
51. Just moved out here.
53. Don't know.
55. No interest.
68. Did not know it existed.
69. Live too far away.
70. Never heard of them.
73. Never heard.
75. Never heard of them.
81. Don't know.
84. Unaware.
86. Did not know they exist.
87. Never heard.
90. Moved to San Bernardino County as of 1/03
92. Just moved here September 02.
98. I don't really know/don't have much info about it.
103. Work schedule.
106. Don't like crowds.
108. Just moved.
114. Don't really enjoy that type of music.
120. I just moved here one month ago.
124. Don't know who they are.
126. Didn't think about it.

- 128. Never heard of it.
- 132. I do not know.
- 135. Just never heard about the group.
- 138. Not my thing.
- 141. Not interested.
- 148. Didn't know about them.
- 152. In school, allows little time for recreation
- 155. Haven't had a chance.
- 157. Haven't had time.

19. What do you like most about classical music or classical music concerts?

- 2. The relaxation.
- 3. The music.
- 4. The mellow feeling.
- 6. The music.
- 7. Pleasant, relaxing, does not interrupt w/studying
- 12. Smooth melody.
- 19. Enjoying good music.
- 20. Atmosphere.
- 21. The music.
- 22. Atmosphere.
- 23. Musical expression through instruments.
- 27. Relaxing, inspiring.
- 28. Soothing, soft.
- 29. I like going to the concerts with my friends.
- 30. Relaxing.
- 31. Relaxing.
- 32. The music.
- 33. The music.
- 34. Mozart style.
- 35. Good music, good atmosphere.
- 37. Relaxing.
- 38. Some of the music is good.
- 39. Soothing.
- 40. I don't like classical music.
- 41. Relaxing and interesting sounds.
- 42. It is a change from other types of music.
- 43. It's classical.
- 44. Soothing, inspirational and stimulating.
- 46. Observing talent, tranquility.
- 48. Music.
- 49. Inspiring.

51. Elegance and soothing atmosphere.
53. The crescendo.
56. All, as long as straight classical, no opera or lyrics.
57. The music.
58. They are inspiring.
59. Music, atmosphere, artist.
62. Atmospherics.
63. The sound (acoustic) the theme of concerts.
65. Inspiring.
66. Complex music, high musician skills, music depth.
67. The music, the environment, the feeling it generates.
68. Easy listening.
69. Soothing, beauty.
70. The feeling of calm and tranquility that the music brings.
72. The quality of the music.
73. Romantic.
74. The clarity of the music, the perfect atmosphere.
75. Never been to one.
77. Relaxing music.
78. It's soothing, relaxing and keeps me from road rage.
79. Mellows you out.
85. Relaxing.
86. Performers.
87. Totality relax.
88. Setting, something out of the ordinary, relaxing.
90. The atmosphere + performance of the entertainment in which the music creates an uplifting experience.
91. A nice evening out.
92. Can touch a wide range of emotions.
93. Relaxation.
95. Inspiring melodies such as music by James Hoover.
96. The skill level of the musicians.
97. The music.
101. Admiring science and emotion.
102. Its inspiring.
103. Emotional stimulus.
104. Peaceful.
105. The highly skilled musicianship.violins (strings)
106. Haven't gone.
108. Often the talent and how it evokes the emotions.
112. Song.
114. Classical music is soothing and relaxing.
115. The variety in music.

- 117. Nothing in particular.
- 118. Its very relaxing.
- 119. It depends.
- 120. They are relaxing and I got ideas for my colloqued shows that I coach and choreograph.
- 121. Music.
- 124. Relaxes you.
- 126. Baroque and ancient instruments.
- 127. Maybe good for my children.
- 128. Composers vision realized, inspirational atmosphere.
- 130. Calm and soothing.
- 132. Relaxing.
- 133. Ambiance.
- 134. The music.
- 135. Piano solo, flute.
- 136. I can experience something different from usual, daily life.
- 137. Different.
- 138. I like how it is relaxing.
- 140. Atmosphere.
- 141. It's relaxing.
- 143. Atmosphere.
- 147. It's very pleasing.
- 148. The formal atmosphere.
- 150. Inspiration.
- 152. Live music is much better than recorded, the listener is part of the performance.
- 153. The music/Live performance.
- 154. Whole experience.
- 155. Formal atmosphere.
- 156. Relaxing.
- 157. Soothing music, comfortable atmosphere.
- 158. Relaxing and inspiring.

20. What do you like least about classical music or classical music concerts?

- 2. The length, it's too long.
- 3. Length.
- 19. Driving a long way to one.
- 20. Length.
- 21. Having to sit without moving.
- 22. It is boring.
- 24. Never attended.
- 25. Never been.
- 27. Sometimes too long.

29. I dislike getting a bad seat all the way in the back of the concert hall.
30. Length.
31. Atmosphere.
32. The price.
33. Formal Dress.
34. Length.
36. Boring as hell.
38. Long.
39. Some are too rough.
40. The price of tickets.
41. I just don't have time currently for any real classical exploring.
42. That it can be boring.
43. Tourist that interrupts the performances.
44. Sitting in a chair(uncomfortable) for a long period, unfriendly people.
45. Price and the people who go to concerts.
46. Stuffiness, elitism.
48. Length.
49. Getting there.
51. Length, mood of music (sometimes).
52. Formality.
53. The boring dj's on the patio.
56. When really slow tempo or too many pauses.
57. The hassle of getting there.
62. Stigma associated to classical music.
64. Both of them.
67. Solo performance.
68. Long songs.
70. Too many ignorant and racist people that attend don't believe "everyday"
"ordinary" people deserve to enjoy it as well.
72. Poor acoustics.
73. Too long.
74. The lack of advertising.
75. I heard they are long.
78. Sometimes time consuming.
79. Long, sounds the same, little too slow and sleepy.
85. Repetitive.
86. Inconvenient times-days.
87. Kind of long.
88. Considered by most of my friends as boring.
90. Pleasurable experience overall with the exception of some concert going
people who don't truly appreciate the finer things in life.
91. Cost, inconvenient time/day.
92. Usually requires more than casual dress.

- 93. Snobby people.
 - 95. Repetitiveness or same pieces.
 - 96. Formal nature/heritage.
 - 97. Weather (hard to predict for open air concerts).
 - 101. The other patrons.
 - 103. Location and line at concession stand.
 - 104. Sometimes boring.
 - 105. Too long sometimes.
 - 108. The length of time + cost.
 - 112. Atmosphere.
 - 114. They are too mellow and make me fall asleep.
 - 115. Waiting.
 - 116. Classical music.
 - 117. Cost/Formal.
 - 118. Long and can be boring.
 - 119. It depends.
 - 120. Nothing I don't think I have been to enough to answer this.
 - 123. Long and boring.
 - 126. Opera.
 - 127. Too expensive for my family.
 - 130. Crowd.
 - 131. Boring.
 - 132. Price.
 - 133. Length of the performance.
 - 134. The price.
 - 136. Need to be neat.
 - 137. Makes me sleep.
 - 138. How boring it can be.
 - 141. It can be long.
 - 144. Parking problem.
 - 148. Price, length.
 - 151. The music.
 - 152. Pieces made mainly to challenge the musicians and showcase their talents to do detriment of how well the piece sounds.
 - 153. Long.
 - 154. Traffic.
 - 155. Sometimes the music itself.
 - 157. Rude people, music too loud.
- 21. The Inland Empire/Riverside County Philharmonic orchestra is interested in any comments from you to improve their service. Please share any such information with us.**

- 3. I've never heard of it. So publicity would be good.
- 6. Maybe advertise more, I didn't know about you.
- 12. I've never gone to riverside orchestra so I am unable to comment.
- 34. I didn't know there was one. Do they advertise? Where?
- 36. Put some beat on it.
- 38. Needs ad.
- 42. If you can do more advertising.
- 44. Publicize more; on campuses, large high banners all over major streets in riverside, like tyler (by the mall), magnolia, university downtown, main street.
- 45. Short concerts, informal, low fares.
- 46. More advertisement.
- 55. Mail flyers good idea.
- 65. I have never heard of you.
- 67. Better sitting area where we can all see better.
- 70. Advertise more so that people from other counties can learn more about you.
- 73. 1 hour- 1 hour half acceptable.
- 78. Find the ideal spot where more people can have access to it.
- 87. Don't know much about it.
- 90. Never attended thus far but will within the very near future.
- 96. It would be interesting to have rock or other mixed with orchestra.
- 103. Advertise on local access channel for riverside.
- 105. More advertisement! I have never heard of it.
- 118. Maybe advertise with the colleges.
- 126. I agree that Inland Empire interesting concerts.
- 134. The price ought to be lower for students and low income families.
- 135. Sorry I have never heard about this group before.
- 147. Advertise more.
- 154. Clean atmosphere (building).
- 157. More advertisement.

Mean, Median and Mode of the Questions 11, 13 and 14

Qu. 11. Listed is a set of adjectives. Please rate classical music on each set of these adjectives.

Mean	Median	Mode	
3.09	4	5	Boring-Interesting
2.14	2	3	Inspiring-Uninspiring
3.29	4	5	Short-Long
2.18	2	3	Serious-Carefree
2.01	2	2	Expensive-Cheap
2.51	3	3	Convenient-Inconvenient
1.7	2	2	Something special-Something ordinary
1.99	2	3	For rich-For poor
3.03	3	4	For young-For old
2.36	2	2	For me-Not for me

13. Please read each statement below and indicate by circling the capital letter that best corresponds with your degree of agreement or disagreement.

Mean	Median	Mode	
2.31	2	2	Classical music is cool
3.97	4	5	Classical music is only something for nerds
			I would attend a classical music, if they would play
2.62	3	2	...a light opera
2.36	2	2	...a crossover between pop and classic
2.55	2	2	...a crossover between rock and classic
2.5	2	2	...best of musicals
2.31	2	2	...film music (e.g. Melodies from Star Wars or Space Odyssey 2001)
2.39	2	2	...singer + orchestra
2.12	2	2	...piano + orchestra
2.71	3	3	I plan to attend a classical music concert this year

14. Following are some factors that might influence some people's decisions to attend a classical music concert. How important to you is each of these factors, whereby 1 is very important to 5 being not at all important.

Mean	Median	Mode	
1.68	1	1	Performer/music selection
1.71	2	2	Pleasant atmosphere
2.36	2	3	Seating close to stage
2.69	3	3	Availability of visuals/video screens
2.17	2	2	Length of performance
2.79	3	3	Dinner theaters
2.9	3	3	Availability of concessions stands for food and beverages
2.46	3	3	Intermissions
2.73	3	3	Casual dressing
2.68	3	3	Formal dressing
1.9	2	2	Convenient times of the performance
2.02	2	1	Location/close to home
2.24	2	3	Easy access from freeways
1.81	2	2	Available parking
1.93	2	2	Convenient reservation system
2.2	2	2	Ability to change tickets
1.89	2	1	Price of the tickets
2.38	2	2	Friends go there

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